

Featured in this issue:

BACKHOE ARIZONA

Tucson-area family business measures success in number of satisfied customers

See article inside...



From left: Mickey Dickson, Kadin Dickson, Jennifer Dickson



Featured in this issue:

LALONDE EQUIPMENT RENTAL

Innovation has kept this specialty rental operation at the forefront of its market niche

See article inside...



Rudy LaLonde,
President



A MESSAGE FROM THE PRESIDENT



Charles Paugh



Dear Equipment User:

Each year, Komatsu updates and improves its product line, upgrading designated models. But rarely, if ever, have there been as many changes as this year. The improvement affects virtually every product category and many of the most popular sizes.

Of course, one of the driving forces behind some of the changes is the EPA Tier 3 rule, which beginning this year, requires significantly lower emissions from off-road equipment between 175 hp and 750 hp. Because of that rule, Komatsu introduced a new engine (the ecot3) for all machines within that size range. But beyond the new engine, Komatsu took several additional steps to upgrade many machines, including new Dash-8 hydraulic excavators and Dash-6 wheel loaders.

In this issue of your *Road To Success* magazine, you can read about the new PC200LC-8 and PC220LC-8, as well as the new WA500-6 and WA600-6. All these units represent the next generation of Komatsu machines, which emphasize improved fuel efficiency as well as power and performance enhancements.

Of course, at Road Machinery LLC, we're proud to carry such industry-leading products, but we know that's only part of the equation. Equally important, if not more important, is how we, as a distributor, support that product — and support you, our customer.

Be assured, we're committed to helping you keep downtime to a minimum and helping you reduce your equipment owning and operating costs. How? By adding field service technicians and improving their training; by boosting off-the-shelf parts availability; and by offering repair and maintenance programs, which over time, we're convinced will save you substantial money.

Product support improvements are an ongoing effort at RML. We believe there's always room for improvement and we're determined to do even better when it comes to supporting our customers and our products.

If you have any comments or suggestions about what we're doing, how we're doing it, and how we can further improve — I'd be happy to hear from you.

Sincerely,
ROAD MACHINERY LLC

A handwritten signature in black ink that reads "C Paugh".

Charles Paugh
President



**RELIABLE
EQUIPMENT**

**RESPONSIVE
SERVICE**



ROAD To SUCCESS

IN THIS ISSUE

BACKHOE ARIZONA

Find out how a commitment to excellence has brought repeat business and success to this three-year-old Tucson firm.

LALONDE EQUIPMENT RENTAL

Learn how Rudy and Mary Lou LaLonde grew their rental business by offering unique services and putting customers first.

NEW PRODUCTS

Read all about the new Dash-8 excavators, which have more power, speed and reliability than previous counterparts, while offering significantly improved fuel economy.

PRODUCT INNOVATION

If you are looking for large wheel loaders that can improve production and reduce operating costs, take a look at Komatsu's new Dash-6 series of wheel loaders.

FIELD NOTES

Here's a recap of the machines featured at Komatsu's Field Days event in Las Vegas.

OUT & ABOUT

Check out these photos of Road Machinery customers and sales representatives at Komatsu's Field Days in Las Vegas.

Published by Construction Publications, Inc. for



**RELIABLE EQUIPMENT
RESPONSIVE SERVICE**

www.roadmachinery.com

Road Machinery LLC is an equal opportunity and Affirmative Action employer. We will not discriminate based on race, color, religion, sex, national origin, veteran status or disability.

RML is a government contractor and sub-contractor and is subject to federal provisions as required by the OFCCP.

PHOENIX, AZ

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

Rental Dept: (602) 256-5111

EL PASO, TX

1181 Burgundy Drive
(915) 872-1001
FAX: (915) 872-9533

SOUTHERN CALIFORNIA

475 W. Rider Street
Perris, CA 92570
(909) 355-3600
FAX: (909) 355-3686

TUCSON, AZ

3285 E. 44th Street
(520) 623-8681
FAX: (520) 798-1419

Rental Dept: (520) 882-8646

PRESCOTT, AZ

1071 Commerce Dr.
(928) 778-5621
FAX: (928) 759-7184

ALBUQUERQUE, NM

6101 Pan American West Frwy. N.E.
(505) 345-8383
FAX: (505) 345-2828

Rental Dept: (505) 345-8383

CANANEA, SONORA, MEXICO

Parque Industrial
Carretera Cananea-Imuris Km. 5
011-52-645-332-8300
FAX: 011-52-645-332-8302

Printed in U.S.A

© 2006 Construction Publications, Inc.

THE PRODUCTS PLUS THE PEOPLE TO SERVE YOU!

Masao Tsukuda
Chairman

Charles Paugh
President

Kazunari Kawaguchi
Chief Financial Officer

Gary Beal
Vice President Used Equipment Division

Ralph MacMillan
Vice President Mining Product Support

Ron Wilson
Vice President Construction Product Support

Joseph Scalmato
Vice President Finance

Jonathan Koch
Controller

Jim Lowry
General Manager
Sales

Mark Feuerer
Marketing & Business Development Manager

Randy Rogers
General Manager
Southern California

Gonzalo Barcelo
General Manager
Cananea, Mexico

Danny McGaugh
General Manager
Tucson, AZ

Ray Baca
General Manager
Albuquerque, NM & El Paso, TX

Russ Sours
General Manager
Reman

David Weston
Arizona Sales Manager

Tom Jensen
IT Manager

Jamie Stotts
Safety Manager

Rosalinda Padilla
HR Manager

Shelley Butler
Executive Assistant

A SALUTE TO A **ROAD MACHINERY** CUSTOMER

BACKHOE ARIZONA

Tucson-area family business measures success in number of satisfied customers



Mickey Dickson,
Owner



Kadin Dickson



Jennifer Dickson

Mickey Dickson, Owner of Backhoe Arizona, believes success isn't measured by the number of employees and pieces of equipment he has. It's measured by the number of customers his family business has satisfied in the three years since it was founded.

"I believe we've developed a reputation for honest, quality work," said Mickey Dickson, who along with wife Jennifer and son Kadin make up the Backhoe Arizona team. "Because of that, our list of repeat customers continues to grow. People see how committed the three of us are to excellence and they continue to call us back. I think that's a pretty good measure of success.

"A good deal of our work comes from referrals," he continued. "We have many customers who call us and say they got our name from someone we've done work for. It's a good feeling to know that our customers respect our work and are willing to pass our name on to a friend."

Backhoe Arizona's primary focus is underground utility work, including installation and repair of water, sewer, septic and drainage systems in about a 100-mile radius of Marana, Ariz., just a few miles northwest of Tucson. It also digs footings and occasionally does small grading jobs. The company's work load is split between developers who need multiple lines run on housing developments and private individuals who need single lines and septic systems installed.

"Our preference is to do a complete project, from digging to installation to cover," Kadin said. "On some jobs we only do the excavation and someone else installs the pipe, but we'd

rather do it all. We're willing to work with our customers to do whatever they want us to."

Everyone's vital

Each family member plays a vital role in making Backhoe Arizona click, including running equipment, estimating and installing underground utilities. In addition to field work, Jennifer also runs the company's office.

"It's truly a family business, and I believe that's a big advantage," Jennifer said. "From time to time we hire some temporary help, but it's mainly just the three of us. We're working toward a common goal, and that's to make sure the business is successful. In order for that to happen, we have to have satisfied customers, and we're willing to do whatever it takes for them to be happy."

Staying productive is key

The Dicksons believe productivity is key to their success, and that means having solid equipment that will stand up to the challenge of digging in Arizona's hard soils. "The conditions we're in can be hard on machinery," Mickey said. "When we started, we were looking for something that would meet the challenge and not break down. We can't afford downtime because our customers are often on a tight schedule, so we have to have productive machinery."

Backhoe Arizona's first machinery purchase was a Komatsu WB140-2 backhoe loader from Road Machinery LLC's Tucson branch. The company still uses the 87-horsepower machine and added an 8,245-pound PC35MR-2 compact excavator in 2004. The Dicksons worked closely with RML on both purchases, and they also rent equipment from RML as needed.

"I ran other brands when I worked for someone else but got the chance to run a Komatsu backhoe and really liked it," said Mickey, who has more than 30 years experience running heavy equipment. "It had a lot more power, so when we decided to start our own company, Komatsu was the number-one choice. Our WB140 has worked very well, and that helped in the decision to buy Komatsu when we decided to add the excavator.

"They're both hard diggers and have good power," he added. "The WB140 is a good all-purpose machine, but there are times when we get in tight places and it's too big. That's why we decided on the PC35. It's good for working in small areas such as digging in lines close to buildings. Because it has good power, it's great in open areas as well. We really appreciate how well our Komatsu equipment works, and because of that, I'll continue to buy Komatsu."

Mickey and Kadin handle routine service on the machines, including taking oil samples, which RML analyzes.

"We stay on top of servicing issues because it's critical to the machinery's longevity," Kadin said. "The oil sampling is good because it's a way to see if there are issues we need to address before they become major problems. RML handled the service while the machines were under warranty, and we took over from there. The Komatsu equipment is easy to work on, which is an advantage because it means we spend less time on service and more time working."

Building a foundation

Backhoe Arizona's reputation continues to grow rapidly, but the Dicksons are committed to making sure the business doesn't follow the same path. "We want growth to be slow and steady," Jennifer said. "The business is more stable that way. Right now we're building a solid foundation for the company."

"We're looking to grow, but at the same time we don't want to get too big too fast and not be able to meet our obligations," Mickey said. "Our mission is satisfied customers because without them we won't be in business." ■



Using a Komatsu WB140-2 backhoe loader, Owner Mickey Dickson digs utility lines at a housing development in Tubac, Ariz.



Owner Mickey Dickson uses Backhoe Arizona's Komatsu PC35MR-2 excavator to dig utilities at a housing development in Tubac, Ariz. Backhoe Arizona specializes in installation of underground utilities in the Tucson area.



Mickey Dickson, Owner of Backhoe Arizona (left), meets with RML Rental and Sales Coordinator Armando Gonzales. Dickson also works closely with the team at RML for sales, service and parts needs. "We appreciate the good service RML provides us," Dickson said.



**RELIABLE
EQUIPMENT**

**RESPONSIVE
SERVICE**

A SALUTE TO A **ROAD MACHINERY** CUSTOMER

LALONDE EQUIPMENT RENTAL

Innovation has kept this specialty rental operation at the forefront of its market niche



Rudy LaLonde,
President

Necessity took LaLonde Equipment Rental to a higher level of business operations; innovation and excellent customer service have kept it there. Once a small venture that Rudy and Mary Lou LaLonde started in 1966 out of their home, the family business changed dramatically in 1981. Rudy lost his leg in an accident and the injury forced him to hire more people and move the company operations out of the house and into a Long Beach office. LaLonde Equipment remained there until 2001 when it moved to its current Signal Hill location.

LaLonde Equipment Rental specializes in operated equipment rentals, providing both the machine and the skilled personnel to operate it. Primary customers are large union construction companies, grading and highway contractors and demolition companies.

A LaLonde Equipment Rental operator removes an asphalt-paved alley using the company's Komatsu PC308USLC-3 excavator at a job in San Pedro, Calif. President Rudy LaLonde believes that by offering tight-tail-swing machines, his company has changed the industry.



“Our business is based on finding the right operator and the best machine, and offering a package to customers so they can get their jobs done,” explained Operations Manager Brian LaLonde. He joined the family business in 1991, working alongside his father, the company President; his mother, who handles finances and accounting; and his sister Janelle Reusch, Dispatcher. Brian’s brother, Mike, runs ASAP Rental, which specializes in rentals without operators.

Throughout the 1990s, the LaLonde crew grew from 20 operators to 38 today. The equipment fleet includes some 70 machines. The hire of Jason Groom as Vice President of Sales and Field Operations in 1999 represented a shift from word-of-mouth transactions to more proactive sales.

“No matter what we are doing or where we are going, we have always believed it’s our customers who pay the bills and make the company successful,” asserted Groom, who is also a highly proficient machine operator. “Service is first. When a client calls in and needs something, we jump. We’ve built a good relationship with about 100 clients that rent from us again and again.”

According to Brian, one of the biggest challenges the company faces is keeping good operators. “Some of our best customers have offered our crew jobs because they are such good operators,” he related. “But we offer our operators a package they can’t get anywhere else. Each one gets a brand-new pickup truck, we pay above-scale wages and offer a unique family atmosphere where everyone works together. Plus, we provide really good equipment for them to operate.”

In addition to the 38 operators, office staff and day-care provider in the company nursery, LaLonde Equipment Rental keeps its customers on track with the skill of two full-time mechanics and a liaison, who coordinates among the office staff, machine operators and mechanics.

Industry innovation

During its 40-year history, the domain of LaLonde Equipment Rental expanded from southern California's Orange and Riverside counties into a total of seven counties as far south as San Diego. More telling, perhaps, is the company's conscious decision to transition from renting small dozers and track loaders to an emphasis on excavators — the first rental company in the region to do so.

Many of the typical jobs outfitted by LaLonde involve demolition and tree removal, often on dangerously steep slopes. In the 1990s, a track loader was most frequently the machine of choice.

"We used to focus heavily on track loaders," Brian explained. "However, in my travels to other countries, I saw that excavators were often used for the same type of jobs. That wasn't being done in our area, but we could see the change was going to come. So, we put a thumb attachment on an excavator and our demolition customers said, 'Wow! I never thought about this before.' In the last 10 to 15 years, the excavator population has exploded and we've built up our fleet to meet the demand."

LaLonde Equipment Rental took a giant step ahead of its competitors by adding quick couplers to each of its 27 excavators, the first company in the area to do so. Available attachments include hammers, buckets, concrete smashers and compaction wheels.

It was the tight-tail-swing excavator, though, that was the star attraction on LaLonde's first alley job in San Pedro. Within the confines of a 20-foot width, a Komatsu PC308USLC-3 with tight tail swing made quick work of a previously laborious job.



LaLonde Equipment Rental specializes in operated equipment rentals, providing both the machine and skilled personnel to operate it. Here, a LaLonde Equipment operator uses a Komatsu PC308USLC-3 excavator to remove part of an asphalt roadway for a customer.



Based in Long Beach, LaLonde Equipment serves seven counties in southern California, as far south as San Diego. The company started in 1966 from Rudy and Mary LaLonde's home.

"The potential for damage on that job was huge because the walls of the house were right next to the operator," Jason recalled. "There was a spider web of wires above. The operator had to grab the material, move out, lift the boom up between the power lines and then load over the rear."

"The customer had been struggling with small backhoes and little track loaders to do the job but was only getting about 20 loads a day on average. The first day we were there with the PC308, we got 40 to 50 loads. We doubled their production."

Continued . . .



**RELIABLE
EQUIPMENT**

**RESPONSIVE
SERVICE**

Tight-tail-swing excavators enhance LaLonde's fleet

... continued

Another job in the City of Industry challenged LaLonde Equipment Rental to provide a machine that could maneuver down a street in very close proximity to lamp posts, bus stops and pedestrians. They deployed the Komatsu PC308USLC-3.

"We were able to ride the Komatsu PC308 right along the curb line and swing inside the track line and never had to worry about the tail hitting any poles or lights," Jason recounted.

The same year that LaLonde Equipment Rental bought the Komatsu PC308, the company added a Komatsu PC228USLC-3 tight-tail-swing excavator to the fleet.

"We bought the Komatsu PC228 in April 2005, and we've had it in the dirt ever since," Jason reported. "Our customers would call for a standard excavator, and we would put the tight-tail-swing PC228 out there just to show them what it can do. That is what made it take off in popularity. Now people constantly call in and say, 'Do you have the 228? We need the 228.'"

"I believe we have changed the industry with some of our machines, especially the tight-tail-swing excavators."

Product, price and support

"Our machines are our livelihood, just as they are for our customers. So we make sure everything is serviced regularly," Brian stated. "Our operators know the machines. So, if they hear something that does not sound just right to them, their input is very helpful in dealing with potential problems before they become an issue."

Another element critical to uninterrupted success is a strong relationship with Road Machinery LLC. "Our customers dictate what we buy," reported Rudy, who relies on Road Machinery and Account Manager Dave Mazzuca. "If customers tell us they need a particular piece of equipment, we jump on it quickly. If a dealer does not have the inventory to serve us, we're not interested in dealing with them. With Road Machinery, we have a dealer that has the inventory and responds to us quickly.

"We rely on three things from a dealer: the right product, the right price with good financing, and support. We need a dealer who can be a partner with us, and Road Machinery fills that role," Rudy added.

Technology and expansion are on the horizon for LaLonde Equipment Rental, which is evaluating GPS (global positioning system) capabilities for its rigs and considering opening new offices. The company is also considering acquiring articulated haul trucks as more customers switch from scrapers to excavators and trucks for mass earth moving.

With its history of innovation and customer service, it's safe to say that no matter what lies ahead for this family operation, it will continue to grow and succeed. ■



LaLonde Equipment Rental Operations Manager Brian LaLonde (right) relies on Road Machinery and Account Manager Dave Mazzuca for the company's equipment needs.

(L-R) LaLonde Equipment Rental office staff includes Dispatcher Greg Moeller, Operations Manager Brian LaLonde, Dispatcher Janelle Reusch, President Rudy LaLonde and Vice President of Sales and Field Operations Jason Groom.





Paved with gold.

Today's construction market is a gold mine. That's why Komatsu delivers a full line of equipment that's easier to operate, super comfortable and more reliable than competitive models. Setting the standard for quality, our advanced technologies put you on the road to greater productivity.

For details, contact your local Komatsu distributor. Call **1-800-Komatsu**. Or visit KomatsuAmerica.com

KOMATSU[®]

NEW PRODUCTS

DASH-8 EXCAVATORS

Komatsu's newest generation of PC200 and PC220 excavators raises the bar on efficiency and productivity



Peter Robson,
Product Manager,
Hydraulic Excavators

As a contractor who prides himself on doing quality work quickly, you're probably always looking for more from your equipment. More power. More speed. More reliability.

Komatsu's new Dash-8 hydraulic excavators, including the popular PC200 and PC220 size classes, deliver on all those counts, while at the same time providing significantly improved fuel efficiency.

Like all new Komatsu excavators, both the PC200LC-8 and PC220LC-8 feature the new ecot3 engine, which significantly reduces emissions as well as improves fuel efficiency by about 10 percent. A quick-return arm circuit that improves cycle times boosts productivity.

"In highly competitive size classes like the PC200 and PC220 (roughly 23 to 27 tons), we'd gone about as far as we could go in terms of weight and horsepower — the old 'bigger is better' mentality," said Peter Robson, Komatsu Product Manager for Hydraulic Excavators. "Don't get me wrong — the PC200LC-8 and PC220LC-8 are more productive than the Dash-7 models, primarily because of improved cycle times and other hydraulic improvements that give outstanding performance. But the efficiencies we've built into these new machines are at least as important as those performance enhancements."

Those efficiencies include using significantly less fuel (about 10 percent less) and putting out significantly fewer emissions than the Dash-7s. Combine that with impressive upgrades in information technology and operator comfort and you get a machine that delivers the ultimate for a contractor — high productivity and low-cost operation.

New engine/new monitor

The PC220LC-8 has 168 flywheel horsepower, the same as the PC220LC-7. The PC200LC-8 has 148 horsepower, up from 143 horsepower. Both units are powered by the newly developed, low-emission Komatsu SAA6D107E-1 engine that significantly reduces NOx emissions, which EPA Tier 3 regulations require.

Productivity enhancements include a new, quick-return circuit, which allows the arm to go out and return faster, improving cycle times.

Both units have five working modes. In addition to Power, Economy, Breaker and Lifting, there's also a new Attachment mode.



An operator simply presses a button to get the proper flow he needs for the work he's going to do. The modes, along with most other machine functions, are selected through a new seven-inch color monitor.

"The monitor is one of the biggest improvements in the new Dash-8 models," indicated Robson. "You match your machine to the job application through the monitor. You pick up maintenance codes and troubleshooting functions on the monitor. You control AC through the monitor. It's an impressive system that's very user-friendly."

Fuel-efficient operation

Yet another advancement on the monitor is an "eco-gauge," which serves as a guide to efficient operation. It provides the operator with instant feedback regarding the load he's putting on the machine and how that impacts fuel consumption. It also alerts the operator if he's idling for too long, which is another way fuel is wasted.

"We think the high cost of fuel is here to stay, so equipment owners will be looking for ways to cut back on fuel usage," predicted Robson. "The PC200LC-8 and PC220LC-8 are both about 10 percent more fuel efficient in Power mode. With the information the machine provides, the operator will be able to try some different things to further lower fuel consumption."

Both machines also come wired with the latest Komtrax technology. Komtrax is a wireless equipment monitoring system that can send detailed machine operating information back to the home office and/or to your Komatsu distributor. Komtrax information includes machine location, service meter readings, cautions, abnormality codes, load frequency and much more — all of which can be invaluable in helping you to reduce downtime and lower your owning and operating costs.

In addition to being Komtrax-ready, the PC220LC-8 and PC200LC-8 come with Komatsu's EMMS (Equipment Management Monitoring System), which stores trouble data,



Both the PC220LC-8 and PC200LC-8 have five working modes, including a new attachment mode. The units also feature a large, new color monitor with an "eco-gauge" to further improve fuel efficiency.

Brief Specs on the PC200LC-8 and PC220LC-8

Model	Output	Operating weight	Bucket capacity
PC200LC-8	148 hp	46,080 - 47,260 lbs.	.66-1.57 cu. yd.
PC220LC-8	168 hp	54,309 - 54,926 lbs.	.76-1.85 cu. yd.

displays abnormalities and notifies an operator when it's time to change oil and filters.

Comfort and safety

In addition to the new, large monitor, an operator will immediately notice and appreciate cab comfort features that include a high-back seat and an arm rest that moves with the console so the pilot control joystick is always where he wants and expects it to be.

Komatsu also designed the new cab with pipe-structured framework to improve operator protection in the event of a tip or rollover. Vibration inside the cab, and noise — both inside and out — has significantly decreased.

"Komatsu has always challenged themselves to set an industry standard with each new hydraulic excavator series introduction," said Robson. "From the legendary Dash-3 version of the 1980s right up through the Dash-7, we've led rather than followed. That's a trend we're confident we're continuing with the new Dash-8s." ■

For more information on how the Komatsu PC200LC-8 or PC220LC-8 can improve your operation, contact your sales representative or our nearest branch location.



CLASSIC.



DESTINED TO BE.

Today's Komatsu midsize dozers are the pride of a long line of classic dozers. Each generation possessing the best qualities of the one before, while featuring the latest technology that only comes from real world applications. Our newest midsize dozers are the next breakthrough, offering improved comfort, easier operation, better maneuverability and, as always, enduring Komatsu reliability. It's everything you want to boost productivity and to spend quality time at work – and home.

To learn more, contact your local Komatsu distributor, visit us online at KomatsuAmerica.com or call 1-800-Komatsu.

KOMATSU[®]

PRODUCT INNOVATION

NEW WHEEL LOADERS

Increased production and lower fuel consumption are hallmarks of new Komatsu Dash-6 models

Equipment users are always looking for ways to boost production and/or reduce operating costs. Komatsu kept those goals in mind in designing its new Dash-6 wheel loader line. Currently available are the WA500-6 and WA600-6 wheel loaders, both of which are significantly larger and more powerful than the Dash-3 versions they replace in the Komatsu lineup. Both are also considerably more fuel-efficient than their predecessors.

The WA500-6 and WA600-6 are powered by Komatsu's new ecot3, Tier 3-compliant engine, which not only lowers emissions, but also decreases fuel consumption, and does so without sacrificing power. A Dual Mode Engine Power Select System lets the operator adjust the machine's performance by using either the "E Mode" for maximum fuel efficiency in general loading, or "P Mode" for powerful output in hard digging or hill-climbing applications.

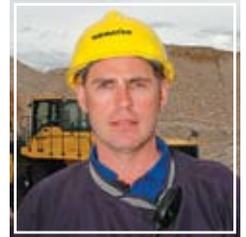
"The most notable difference users will see in our new wheel loaders compared to previous models is a decrease in fuel consumption, with an increase in productivity being a close second," said Rob Warden, Product Manager, Wheel Loaders. "We've designed these machines to be highly efficient so users can get more work done in less time, while using less high-priced fuel. The result is more money in the pocket of the user."

Both loaders are suitable for a variety of functions, according to Warden. "The WA500-6 works well in sand-and-gravel operations, and as a loading machine for highway trucks. The WA600-6 is a significant upgrade from its predecessor and is ideal for small quarry applications. It will load a 70-ton haul truck, such as our Komatsu HD605, in five passes."

New components minimize waste

Standard on the loaders is a newly designed variable displacement piston pump that combines with Komatsu's Closed-center Load Sensing System (CLSS) to deliver only the necessary amount of flow needed for hydraulic function. The new design prevents wasted hydraulic flow, which in turn provides better fuel economy.

"Our previous series used gear pumps, which always provided maximum flow," Warden explained. "The machine used what it needed and the rest was returned to the tank. The variable piston pump is an on-demand system, so it only delivers what is required. As a result, it



Rob Warden,
Product Manager,
Wheel Loaders

Continued . . .

Brief specs on WA500-6 and WA600-6

Model	Output	Operating weight	Bucket capacity
WA500-6	332 hp	74,010 lbs.	7.3 cu. yd.
WA600-6	502 hp	118,385 lbs.	8.4 cu. yd.

Komatsu's new WA600-6 has major changes from its predecessor, offering increased horsepower and operating weight, and a larger dump clearance. "It's ideal for small quarry applications," said Rob Warden, Product Manager, Wheel Loaders. "It will load a 70-ton haul truck, such as our Komatsu HD605, in five passes."



New loaders' performance markedly improved

... continued

For more information on the WA500-6 or WA600-6, call your sales representative or our nearest branch location.

Komatsu's new line of wheel loaders, including the WA500-6, was designed for maximum production and fuel economy. Komatsu's ecot3, Tier 3-compliant engines decrease emissions and fuel consumption without sacrificing power. Large-capacity lock-up torque converters provide production efficiency, reduced cycle times and optimum fuel savings.

uses less power and burns less fuel. Users could see up to a 15 percent reduction in fuel use."

Komatsu further enhanced fuel economy with its newly designed drive train featuring a large-capacity, lock-up torque converter that provides production efficiency, reduced cycle times and optimum fuel savings in load-and-carry or hill-climbing operations.

"These features — variable piston pumps and large-capacity torque converters — will become standard across the Komatsu wheel loader line over time," Warden noted. "Our aim is to standardize our line as much as possible so a customer with multiple machines on the same jobsite can go from one machine to another and not miss a beat."

Increased production

Several new features contribute to better production, according to Warden. For example, both machines have stronger loader frames and components, which extend machine life and lower repair and maintenance costs. Both units are also larger, have more horsepower and greater bucket capacity than their Dash-3 counterparts.

The WA500 went from 315 horsepower in the Dash-3 model to 332 horsepower in the new Dash-6 version. The machine's operating weight of 74,010 pounds is a jump of almost 10 percent.

"The WA500-6 is almost completely new compared to the Dash-3 model," Warden pointed out. "Not only is it larger with more horsepower, but we also added a larger torque converter to better match the engine. That provides more rim

pull, which allows the machine to climb virtually any ramp with the bucket loaded."

The WA600 underwent even more radical changes. Output increased from 450 horsepower in the Dash-3 model to 502 horsepower in the new WA600-6. Operating weight increased from less than 100,000 pounds to 118,385 pounds.

"The WA600-6 has major changes from its predecessor," Warden asserted. "It features a much larger dump clearance, going from 11'7" to 13'1", so it loads large trucks more easily. It comes standard with the long boom, but customers have the option of putting a short boom on the machine if they use it mostly for load-and-carry operations or charging a hopper."

Everyone knows a comfortable operator is a productive operator. So, operators will certainly appreciate the new Advanced Joystick Steering System (AJSS) in the new WA600-6 loader. It's a low-effort system in which the operator controls direction and gear-shifting functions with just the wrist and thumb. Users will also enjoy a roomier cab that provides up to 15 percent more space and 11 percent better visibility than previous models.

Raising the bar

The specs of the WA500-6 and WA600-6 speak for themselves — they generate markedly improved performance.

"Everyone who's used the WA500-6 and WA600-6 loaders has raved about the quickness, power and speed they offer," confirmed Warden. "We've done our own in-house studies, which show a remarkable improvement in production efficiency of 25 percent to 30 percent over the previous, Dash-3 generation of wheel loaders. As those numbers suggest, we definitely believe we've significantly raised the bar with the release of the Dash-6 models."

The WA500-6 and WA600-6 are the first Dash-6 units available to customers. Komatsu is in the process of releasing the rest of its Tier 3 mid-size wheel loaders, which will include the WA380, WA430, WA450 and WA480-6. The balance of the wheel loader product line is currently undergoing design changes to meet new emission standards. The new HST line of smaller wheel loaders being upgraded will be available in 2007. ■





Work hard. Rest easy.



COMPACT HYDRAULIC EXCAVATORS

Ten Models
Dig Depth, 4'11" - 13'8"



BACKHOE LOADERS

Three Models
Dig Depth, 14'7" - 18'4"



SKID STEER LOADERS

Six Models
Operating Capacity,
1,350 - 2,850 lbs.



CRAWLER CARRIERS

Two Models
Payload Capacity,
13,280 - 24,250 lbs.



COMPACT DOZERS

Two Models
Operating Weight,
8,710 - 9,220 lbs.



COMPACT WHEEL LOADERS

Six Models
Bucket Capacity,
0.52 - 1.63 cu. yd

WORK HARD

Komatsu's MR Series excavators combine tight tail swing capabilities with great balance and stability for ultimate productivity. Two travel speeds allow fast transport at the job site. While HydraMind™ Hydraulics deliver precise control through all levels of operation.

REST EASY

Designed with you in mind, the excavator's anti-corrosion and anti-condensation plastic fuel tanks eliminate diesel fuel contamination and ensure consistent engine performance. Plus 500-hour greasing intervals means lower maintenance costs.

For details, contact your local Komatsu distributor. Call **1-800-Komatsu**.
Or visit KomatsuAmerica.com



FIELD NOTES

KOMATSU FIELD DAYS

Las Vegas event gives equipment users the opportunity to operate full range of new products from manufacturer



Les Scott, Manager,
Komatsu Working
Gear Group

The opportunity to operate a full range of new Komatsu products — combined with the excitement of Las Vegas — made the recent Komatsu Field Days event a memorable trip for many equipment users throughout North America.

Accompanied by their Komatsu distributors, more than 2,000 customers attended one of the 12 sessions from February 27 through March 23.

This year's event, held for the second time in Las Vegas, included accommodations at the

Rio All-Suite Hotel & Casino. Komatsu held a welcome reception at the hotel on the first night of each session. The following day, customers were transported to a quarry site where they had the opportunity to operate 45 Komatsu machines, including a host of new and upgraded models. The full range of construction and utility equipment encompassed hydraulic excavators, wheel loaders, dozers, motor graders, trucks, backhoe loaders, skid steer loaders, mobile crushers and a crawler carrier.

“What makes Field Days great is the chance for customers to operate our new products in a real-world working environment. It exposes them to all the advanced products, technology and services we offer,” said Les Scott, Manager, Komatsu Working Gear Group. “Customers tell me the experience is very worthwhile.”

Next generation of products

This year, Komatsu used Field Days to introduce many new products, such as six new excavator models, including the 180,000-pound-plus PC800LC-8, a new model that replaces the PC750LC-7. Komatsu also introduced its new series of Dash-6 wheel loaders, including the WA600-6, WA500-6 and WA380-6; the first new Dash-2 articulated dump truck, the HM300-2; the new D155AX-6 SIGMA dozer; the new WB146-5 backhoe loader and many more new products.

“We enjoy showing customers our equipment capabilities through hands-on operation. It shows them how a particular product might fit into their operations back home,” noted Scott. “We also hope they take home this message: if we can produce large machines such as our 1.5-million-pound PC8000 mining shovel, then we can certainly build smaller size-class machines that can operate in their businesses.” ■

Field Days participants watched machine demonstrations and features/benefits presentations from this shaded grandstand at the demo site.



Komatsu Field Days showcased a full range of equipment, including the new PC800LC-8 excavator (foreground) and articulated and rigid-frame trucks (at left), which participants could operate.



OUT & ABOUT

ROAD MACHINERY AT FIELD DAYS

What happens in Vegas doesn't always stay in Vegas

Many Road Machinery customers and sales representatives were among those attending Komatsu Field Days to check out the latest Komatsu equipment. Here are some who enjoyed themselves at the demonstration site in Las Vegas. ■



Road Machinery Sales Representative Erik Ouwersloot (center left) and his wife Jannie Ouwersloot pause for a photo with RER, Inc. President Duncan Elliot (center right) and Grading Superintendent John Cadmen. Elliot and Cadman had a chance to operate the Komatsu PC308 tight-tail-swing excavator at the Field Days event.



RML's Mexico operations Branch Manager Gonzalo Barcello visits with RML Phoenix sales administrator Eileen Robinson.



Dan Speck, Sr. VP of Operations for Rinker Materials' Western Division, checks out the Komatsu D155 dozer.



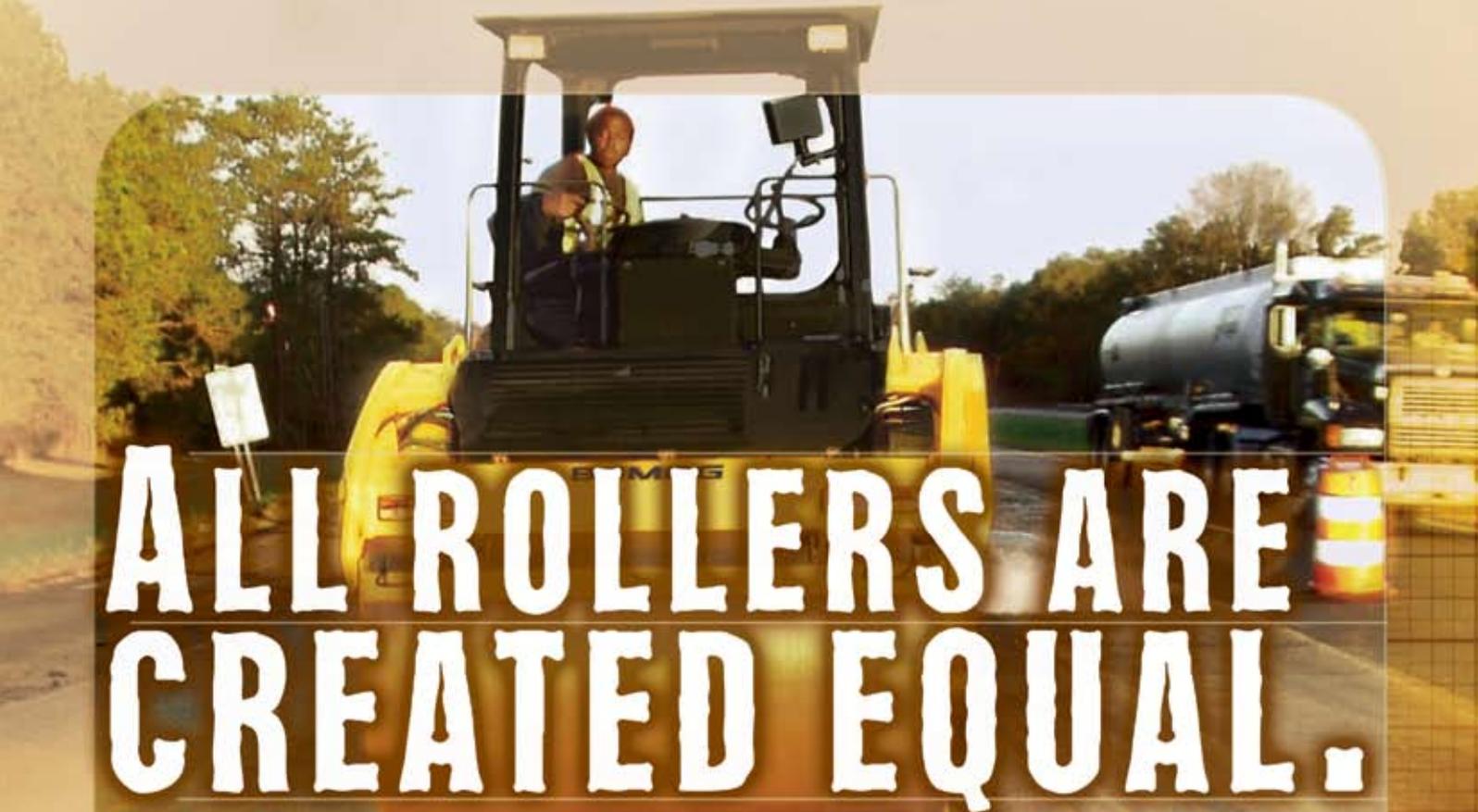
(L-R) Holl-wen Construction VP Baron Holley, RML Account Manager Glenn Leighton and Holl-wen's Justin Wennberg discuss the excavators on display.



RML employees Brad Bjerke (left) and Armando Gonzales were on hand to answer questions about the Komatsu WB146 backhoe loader.



Jeff Coffman, VP Equipment Division of Achen Gardner (left), and RML Rental Operations Supervisor Brian Collins check out the new Komatsu PC400-8 excavator.



ALL ROLLERS ARE CREATED EQUAL.

YEAH, RIGHT.

You obviously don't know BOMAG.

Only one roller manufacturer goes the extra mile to ensure excellence in everything from power and performance to visibility and ergonomics. BOMAG. Our new Series 4 tandem-drum vibratory rollers are available in 59-, 66- and 79-inch drum widths and feature leg-type design for unmatched visibility. Up to 131-hp and 40,950 pounds of centrifugal force provides ultimate power and performance, while an ergonomically designed operator's station offers superior control and comfort. It's time you get to know BOMAG. Visit the Web site below to find out more.



BOMAG
COMPACTION PRODUCTS

Learn more at gobomag.com/rollers

800-78-BOMAG

PHOENIX, AZ

716 S. 7th Street
(602) 252-7121
FAX: (602) 253-9690
Rental Dept.: (602) 256-5111

TUCSON, AZ

3285 E. 44th Street
(520) 623-8681
FAX: (520) 798-1419
Rental Dept.: (520) 882-8646

EL PASO, TX

1181 Burgundy Drive
(915) 872-1001
FAX: (915) 872-9533

SOUTHERN CALIFORNIA

475 W. Rider St.
Perris, CA 92570
(909) 355-3600
FAX: (909) 355-3686

PRESCOTT, AZ

1071 Commerce Dr.
928-778-5621
FAX: 928-759-7184

ALBUQUERQUE, NM

6101 Pan American West Frwy. N.E.
(505) 345-8383
FAX: (505) 345-2828
Rental Dept.: (505) 345-8383



PRODUCT IMPROVEMENT

NEW, ADVANCED KOMTRAX™

Upgraded wireless equipment monitoring system is now standard on most new KOMATSU Tier 3 machines

Would you like to know the exact location of each machine in your equipment fleet? Would you like to know precisely how each piece of equipment is being used? And would you like to get that information when you need it?

Now, you can get that kind of information, and much more, with Komatsu's new, next-generation KOMTRAX wireless equipment monitoring system. KOMTRAX uses satellite technology to relay vital machine information back to the office computer or laptop of the owner or equipment manager, as well as to the local Komatsu distributor, if the customer authorizes it.

Komatsu first introduced KOMTRAX several years ago as an option buyers could have installed on Komatsu equipment. That first generation provided three basic pieces of information — machine location; service meter readings; and daily hours of operation.

In comparison, the new KOMTRAX is standard equipment on almost all new Komatsu machines and reports on all aspects of machine operation. In addition to location, meter readings and daily operation, available information from the new, advanced KOMTRAX includes: *

- Cautions,
- Error codes,
- Load frequencies,
- Notification of maintenance,
- Average hourly fuel consumption,
- Fuel level and water temperature readings,
- Geofencing and engine lock (theft prevention),
- Monthly and annual reports.

* Features are dependent on machine model.

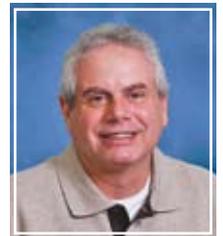
Next best thing to being there

For an owner or equipment manager, KOMTRAX is like being right inside the cab with the operator.

"You no longer have to wonder where a machine is or what it's doing," said Ken Calvert, Director, KOMTRAX Support Group, Komatsu America Corp. "You no longer have to wonder how an operator is operating or whether a machine is making you money. With KOMTRAX, you know what's going on, any time of the day or night."

In an age where information is power, KOMTRAX is one of the most powerful tools an equipment user can ever have.

"KOMTRAX helps an owner be proactive with his business," said Calvert. "He can make decisions based on accurate, up-to-date information from a system that's easy to use. Bottom line, it's going to help business owners or managers reduce downtime, lower operating costs and manage a fleet more efficiently."



Ken Calvert, Director,
KOMTRAX Support
Group, Komatsu
America Corp.

Continued . . .



Detailed, easy-to-use machine information is right at your fingertips, anytime of the day or night, with the new KOMTRAX wireless equipment monitoring system.

New KOMTRAX cuts costs and downtime

... continued



Komatsu is installing its new, advanced KOMTRAX system on nearly all new machines with Tier 3 engines. The new wireless equipment monitoring system is a powerful tool that helps users reduce operating costs and downtime.

In addition to all the ways KOMTRAX can benefit a company by keeping equipment up and running, it also maintains a complete and accurate record of a machine's life history, which can significantly increase the trade-in or resale value of the unit.

KOMTRAX can be installed in any piece of equipment using a 12V or 24V electrical system, including service trucks and utility machines. Additionally, KOMTRAX is available as a retrofit for older machines or non-Komatsu equipment.

While KOMTRAX is standard-equipped on most new Komatsu machines starting this year, please contact your local authorized Komatsu distributor to begin receiving the information. ■

How one large, successful company uses KOMTRAX



Jim Shaw,
Hall-Irwin
Equipment Manager

The new, next-generation KOMTRAX system is just now getting into the hands of customers. But many large Komatsu users are already familiar with KOMTRAX. Those who have installed the original system on much of their fleet are sold on its benefits.

"We started using KOMTRAX in 2004," said Jim Shaw, Equipment Manager for Hall-Irwin Corporation, one of Colorado's largest and most-respected full-service contracting firms. "Today we have it on 44 machines, which constitutes about 70 percent of our Komatsu fleet."

Hall-Irwin uses KOMTRAX to check service meters and schedule preventive maintenance; to locate equipment on large jobsites and monitor machine movement; and to chart daily hours of operation to help manage the fleet for maximum utilization.

"We've found KOMTRAX to be an excellent fleet management tool," asserted Shaw. "We run numerous weekly KOMTRAX reports that help us make educated short-term and long-term decisions about our fleet — for example, what machines we need and where we need them. Also, the PM servicing aspect is very beneficial. It helps ensure all our PMs are done at the correct hour reading, which in turn helps us reduce downtime, lower repair costs and maximize the working life of our machines."

Theft prevention

In addition to operational benefits, Shaw says KOMTRAX helps prevent equipment theft — and in the event that a machine is stolen, helps in the retrieval process. He knows this firsthand.

"We recently had a skid steer stolen from a jobsite on a Saturday night. We didn't work Sunday, then got rained out on Monday and Tuesday, so we didn't discover the theft until Wednesday. Police told us the fact that the machine was equipped with KOMTRAX was instrumental in helping them track it down and bust a theft ring. We're happy about that, but the best thing for us was, because of KOMTRAX, we had that skid steer back on the job on Friday."

Additional benefits with new KOMTRAX

Shaw says Hall-Irwin is looking forward to using the upgraded KOMTRAX system that's now available.

"The additional information such as error codes, capacities and operating temperatures will be invaluable to our maintenance staff. We also share KOMTRAX information with our Komatsu distributor, and the machine operating information they receive will certainly help them help us when it comes to parts availability, troubleshooting and making emergency repairs more quickly."

INDUSTRY NEWS

Construction materials costs are on the rise

Construction materials costs are outpacing overall consumer and producer prices by a wide margin. The government's February report showed that while the overall producer price index (PPI) fell 1.4 percent in the month, the PPI for construction materials and components rose 0.3 percent.

Based on a strong outlook for construction, Associated General Contractors Chief Economist Ken Simonson says the trend of construction materials prices rising faster than the overall rates of consumer or producer prices is likely to continue throughout the year.

"The rate of increase for construction materials and components prices could be closer to the 10.1 percent rate of 2004 than the 6.1 percent rate

of 2005," said Simonson. "Once again, however, prices are likely to vary greatly by type of material and project."

Simonson noted that oil and natural gas prices have fallen sharply from their post-hurricane highs, but also pointed out that production from the Gulf of Mexico is still down by more than 15 percent, keeping supplies tight. "It appears that diesel for 2006 as a whole will be up 10 percent to 30 percent from 2005, with wide month-to-month variation," he said.

Beyond the higher cost of diesel fuel itself, the cost of other energy and energy-affected materials is also likely to rise, according to Simonson. These include asphalt, construction plastics, paints and coatings, insulation and brick. ■



Quick
Couplers +
Durable
Attachments =

Increased
Jobsite
Productivity

Paladin Heavy Construction manufactures a full line of couplers, buckets, forks and specialty attachments for wheel loaders, wheel loader backhoes and excavators – precisely the equipment you need for versatility and greater productivity. Because we offer brand names you know and trust – like JRB, C&P and Badger – we're sure to carry the right attachments you need to achieve highest productivity at the lowest cost.

Contact us today at 1-800-4-BUCKET. We have the attachments and couplers you need in stock and ready to go.

We invite you to learn more about our products offerings at www.paladinbrands.com.

Available through Road Machinery LLC



PALADIN HEAVY CONSTRUCTION

KOMATSU & YOU

NEW ENGINES/NEW MODELS

New Komatsu machines are more efficient and more reliable says Director of Product Marketing



Erik Wilde,
Director of 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.

A San Francisco Bay-area native, Erik Wilde once harbored hopes of a career in basketball. He was good enough to play college ball at Boise State University until a serious knee injury ended his playing days and dashed any hope of a professional career.

Upon graduation with a degree in business management, Wilde took a job as operations manager at an Idaho ski resort. He learned about electric systems while handling all the service and maintenance associated with the ski lifts, and used that knowledge to get a job with Komatsu in 1997 as a Warranty Coordinator. He quickly moved into a position as an Assistant Service Engineer for large (mining) bulldozers.

Wilde stayed with the Komatsu mining division for almost four years, serving in various product support capacities, before moving to the construction division as Product Manager of hydraulic excavators in 2001. To expand his marketing knowledge he attended Keller Graduate School of Management and completed his MBA in Marketing in November of 2003. Nine months later, he became Manager of Product Marketing, and recently was promoted to Director of Product Marketing. As Director, he oversees the efforts of all construction division product managers, and directs advertising, promotional activities and trade shows for all three divisions (construction, mining and utility).

"We believe Komatsu makes superior products that are, for the most part, across-the-board faster, more productive, more precise and more reliable than competitive products," said Wilde. "My job is to help our product managers and our distributors get that message out to equipment users so they'll at least try Komatsu to learn first-hand what it has to offer."

The knee injury he suffered years ago still keeps Wilde off the basketball court for the most part — but with three children age five and under, he doesn't have much time for hoops anymore anyway.

QUESTION: With the introduction of many machines with Tier 3 engines this year, is 2006 one of the busiest years in recent Komatsu history in terms of new product launches?

ANSWER: Yes. All machines between 175 and 750 horsepower, which make up a large chunk of our lineup, are required to meet Tier 3 emissions levels in 2006. That means they all must now be built with our new Komatsu ecot 3 engines, which will reduce emissions to below mandated levels.

At Komatsu, we've actually included more machines than required, such as the PC200 excavator, because there was no reason not to. Those machines are on the same platform as larger models, which we had to change. With the new engine, they are a significant improvement over the previous generation.

QUESTION: Did Komatsu do more than just replace engines to meet the Tier 3 requirements?

ANSWER: Yes, in most cases, we did much more. That's why we have so many model changes this year. The new Dash-8 series of hydraulic excavators and the new Dash-6 series of wheel loaders are examples. If all we had done was put in the new Tier 3 engine, we wouldn't have called them new models.

QUESTION: What kind of changes did Komatsu make?

ANSWER: It depends on the machine. Generally speaking, the mid-size Dash-8 excavators are about 10 percent more fuel-efficient than the Dash-7s. Beyond that, there are things like a new industry-leading innovative cab design that protects the operator where risk of tip or rollover exists, as well as a new, full-color monitor with a seven-inch screen that operators will absolutely love. When it

comes to switching attachments, we've made it much more user friendly. An operator can actually change hydraulic flow and settings for up to four pre-programmed attachments with the touch of a few buttons, without bringing in a mechanic.

In the case of the WA600-6, it's basically a brand-new wheel loader. Fuel efficiency is up to 15 percent better and the cab is all new and much larger. The machine is also much more powerful and can handle a larger bucket, which combined with the improved fuel efficiency, dramatically lowers a producer's cost per ton.

QUESTION: Some equipment users believe that in this day and age, all equipment is good and there's really not much difference between one brand and another. Is that true?

ANSWER: As a manufacturer, certainly we believe there are differences, many of which you can discover by comparing specs. Which lifts the most? Which reaches the farthest? Things like that. Other differences you can discover in a demo — which machine is faster, smoother, more precise or more comfortable? Other significant differences such as reliability, longevity and resale value become evident over time.

Of course, at Komatsu, we believe we offer the best combination of all these factors throughout our product line. Reliability, productivity, comfort and value — those are the qualities we build into each and every machine.

QUESTION: In your opinion, what are Komatsu strengths compared to the competition?

ANSWER: Number one is reliability. That's what we hang our hat on. If a Komatsu unit is properly maintained with a good preventive maintenance program that emphasizes repair before failure, we believe our units will outperform any other manufacturer's. That means emergency downtime will be minimal and machine longevity will be at the outer limits.

Our other major strength is that we're usually a step ahead of the competition, technologically. A big reason for that is our heavy investment



All new Dash-6 Komatsu wheel loaders, like the WA600-6 shown here, as well as all new Dash-8 excavators feature the new ecot3, Tier 3-compliant engine, which lowers both emissions and fuel consumption.



Among a host of new Komatsu products this year is the HM300-2 articulated truck. The unit features a significantly reinforced front bumper and engine guard as well as a new transmission guard. The new ecot3 engine boosts horsepower and low-end torque, which helps make the new truck about 11 percent more productive than its predecessor.

into research and development. Also, because we make every type of equipment and compete in every size class, we're often able to share and integrate our technological advancements across product lines. For example, we're now incorporating our excavator piston-pump hydraulic technology, which has long been an industry leader, into our wheel loaders to produce a smoother, more efficient machine.

QUESTION: What do you foresee happening down the road in regard to equipment?

ANSWER: I don't know that there's any new technology on the horizon that's going to revolutionize the industry in the near future. But at Komatsu, I can assure you, we're going to continue to make improvements to increase reliability, productivity and efficiency, and in that way, give our customers an edge over their competitors. ■

The Next Generation of Mobile Screens



Lokotrack ST352 Mobile Screen

SmartScreen® Technology

Introducing the new Lokotrack ST348 and ST352 mobile screens with SmartScreen® technology. These track-mounted mobile screening plants feature an intelligent controller (IC300) that maximizes screening performance:

- controls start-up and shut-down sequence
- adjusts the unit automatically for maximum production
- maintains optimum feed rate and screen performance



Lokotrack ST348 Mobile Screen

- monitors all key functions and unit components to ensure screen reliability and longevity
- communicates with other Lokotrack mobile screens (STs) and crushers (LTs)

The Lokotrack ST348 and ST352 are your best choices for reliable, high production, intelligent mobile screening.

For more information, see your Metso Minerals distributor today.

Metso Minerals is proud to name Road Machinery LLC as its dealer in Arizona for Lokotrack mobile screens.



TUCSON, AZ
PH: 520-623-8681
FAX: 520-798-1419

EL PASO, TX
PH: 915-872-1001
FAX: 915-872-9533

PHOENIX, AZ
PH: 602-252-7121
FAX: 602-253-9690

ALBUQUERQUE, NM
PH: 505-345-8383
FAX: 505-345-2828



Metso Minerals Industries, Inc.
20965 Crossroads Circle
Waukesha, WI 53186
262-717-2500 or
800-558-6818

SERVING YOU BETTER

NEW DEMONSTRATION SITE

Customers will soon come to Komatsu Training Center in Georgia to try out new machines

Komatsu is in the process of developing a large tract of land next to its training center in Cartersville, Ga., to serve as a demonstration/training site for new equipment and as a permanent site for its popular Field Days event.

“The main advantage to having our own, large demonstration site is that we’ll be able to host Field-Days-like events numerous times a year, rather than just during a one-month period in the spring,” said Ed Warner, Manager Demonstration Site. “We’ll also have a full slate of new equipment on site at all times, so distributors and their customers will be able to come to check out specific machines whenever they want to.”

Currently under construction, the site will consist of an 11- to 12-acre flat arena, a viewing area with a grandstand and a haul road in excess of 2,700 feet with up to 10-percent grades for truck testing.

Groups of products to be featured

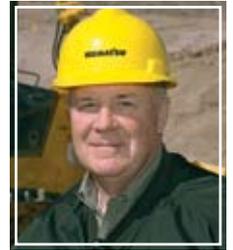
With the new demonstration area, Komatsu intends to focus on key products and/or groups of products that appeal to particular segments of the construction industry.

“For example, rather than Field Days, which showcases a broad representation of machines from compact excavators and backhoe loaders up to mining dozers and large haul trucks, we could have Quarry Days, where we feature quarry machines, or NUCA Days, where we feature utility equipment,” said Warner. “It will be more industry- and product-specific. In that way it will be even more useful to equipment users.”

Added benefits include the training center, which has classrooms, and a theater area right next to the demonstration grounds; nearby hotels; and Komatsu’s Chattanooga Manufacturing Operation, which is within easy driving distance (about 75 miles).

“We’re really looking forward to opening the demo area,” said Warner. “Field Days was a great event. But this is going to be even more useful, convenient and cost-effective for us and for our customers.”

Komatsu expects the demonstration site to be finished late this summer, with the first planned events beginning in October. ■



Ed Warner, Manager,
Demonstration Site



The new Komatsu equipment demonstration site will be located immediately adjacent to the Komatsu Training Center in Cartersville, Ga.

Now under construction, the 11- to 12-acre demo site is expected to be finished by late summer.





The golden opportunity.

Introducing the extraordinary D475A-5 mining dozer, the latest gem in our mining dozer line. Unrivaled, passenger car interior noise levels, easy-to-use Palm Command Control System levers and a spacious, comfortable cab ensures your operators strike gold every time. Plus, optimized machine balance, improved sight lines and an advanced blade design further enhance productivity and profitability. It's everything you and your operator want from a dozer.

To learn more, contact your local Komatsu distributor, visit us online at KomatsuAmerica.com or call **1-800-Komatsu**.

KOMATSU[®]

ON THE LIGHT SIDE

"It's a screen-saver with big sound effects... we turn him on every night to give a little extra security around here."



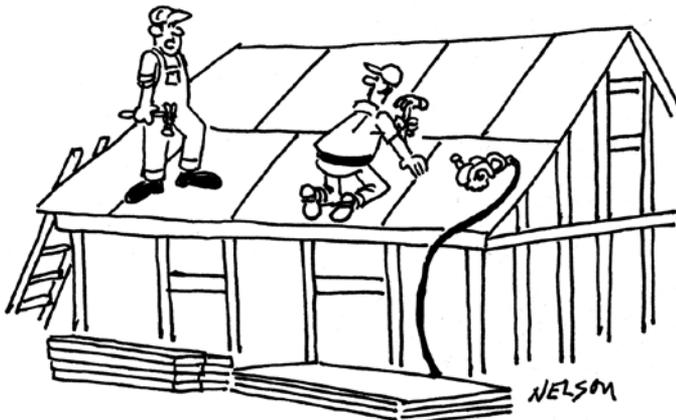
"He gets that same smile every time he gets a machine up and running... But this time it's because he won the 'March-Madness' pool!"



"Honey, your favorite movie is on again."



"I guess he's going to follow in my tread-tracks."



"No need to be concerned, Fred. There's no way they can out-source OUR jobs to China."

"It's my new preventive maintenance tool... I put one with an automatic answering device on every machine we own, and just call it up every couple of days and listen to how it's running."





KOMATSU DISTRIBUTOR CERTIFIED USED EQUIPMENT

The next best thing to new.



If it can be measured,
we measure it!

Whether you're looking for a high-quality machine that will become part of your fleet, or for a machine that will get you through the busy season, Komatsu Distributor Certified Used Equipment is your best alternative to buying new.

If it can be measured, we measure it! Specially trained Komatsu Distributor Certified evaluators check, measure and diagnose virtually every aspect of the machine. Once the machine meets Komatsu's high performance standards, your local distributor can tailor the machine for your site-specific needs. And to add to your peace of mind, most Komatsu Distributor Certified Used Equipment is eligible for special financing and warranty.

Purchasing Komatsu Distributor Certified Used Equipment makes sound business sense. You'll receive good value for your money and a reliable and productive machine that will get the job done for years to come — we guarantee it!

To learn more about Komatsu ReMarketing's Distributor Certified Used Equipment, contact your local Komatsu Distributor or go to our Web site at www.equipmentcentral.com and click on "used equipment."



SERVING YOU BETTER

USED EQUIPMENT DIVISION

Road Machinery expands program to meet needs of customers

Having the right piece of heavy equipment is essential to every contractor. And sometimes the machine that's just right isn't a brand-new one.

"On all different levels, there's a need for used machines," said Gary Beal, Vice President of Used Equipment for Road Machinery. "Whether it's for a young company just starting out, an established contractor who needs a specific piece to round out his fleet, or someone who just wants quality with a lower price tag, there is a market for quality used equipment."

Beal has worked in the heavy equipment industry — with an emphasis on used equipment — since the mid-1970s, and recently joined the team at Road Machinery to help develop the company's used equipment program.

"First of all, we are trying to keep an inventory of used equipment that reflects the market's needs throughout our territory," he explained. "If we don't have the machine the customer wants, we try to source it from somewhere else. We have a vast network of people we've worked with through the years and have been quite successful in sourcing the machines that customers need."

Equipment sources

Those sources include other distributors, Komatsu ReMarketing and some offshore resources. Beal also uses an e-mail system within Komatsu ReMarketing that has proved to be very effective when he is looking for something in particular — such as a PC600 excavator equipped with a longer arm. "We try to get the right machine with all the right attachments at the right price for the customer," he said.

Continued . . .



Gary Beal, Road Machinery Vice President, Used Equipment Division

Road Machinery stocks a large inventory of quality, late-model used equipment, including many Komatsu models.



"As good as new" is often best value

... continued

The right machine brings real value to the customer, according to Beal. "Value means a quality machine based on the price and can include other features like warranties and financing options," he said. "Value also means that we stand behind the machine in the event of any problems, which helps develop trust between our customer and his Road Machinery sales representative."

Another point of importance he stresses is what he calls the "presentation" of the machines. "We clean the machines, repair any leaks and replace cutting edges and tips," he said. "If the undercarriage needs work, we

The beauty of Road Machinery's quality used equipment is more than skin deep. The units come with special financing and up to a one-year warranty.

take care of that. We also paint the machine, offer an operations and maintenance manual and parts book, and usually some type of warranty."

Three levels

Three levels of used machines are available from Road Machinery's Used Equipment Division — platinum, gold and silver — and the company offers up to a year's warranty and subsidized financing with low interest rates, depending on the level rating of the machine.

The focus is on Komatsu used equipment, but Road Machinery also often has other brands available, usually from trade-ins.

Beal says he enjoys working with customers as well as overseeing the overall used equipment program for Road Machinery. "I like interacting with all parts of a deal," he said. "I look at customers and recognize they all have needs and we have solutions."

Goal to increase inventory and sales

His goal is to develop the used equipment portion of the business into a much larger enterprise than when he joined the company. Komatsu ReMarketing has helped him tremendously during the past six months, he said, by helping realign the inventory to make it more customer friendly and the machines more competitive through favorable financing programs.

"Lee Haak and Allen Stokke of Komatsu ReMarketing were very instrumental in helping us meet our goals last year," he said. "It's great to be associated with a manufacturer that has quality, durable machines that we are confident putting out in the marketplace for a second life."

Road Machinery is the fourth Komatsu distributorship where Beal has worked to expand the used equipment business. "There's no exact science to it," he said. "You don't learn it out of a textbook, you learn it over the years, and that's what makes it fun. Every day is different, and when we can get just the right machine for a customer, it's even more fun." ■





ROAD MACHINERY LLC

USED EQUIPMENT SPECIALS OF THE MONTH



2000 Galion 850B
with 1,619 hours

PHOENIX, AZ

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

EL PASO, TX

1181 Burgundy Drive
(915) 872-1001
FAX: (915) 872-9533

SOUTHERN CALIFORNIA

475 W. Rider St.
Perris, CA
(909) 355-3600
FAX: (909) 355-3686



2003 Komatsu PC200-7
with 2,116 hours



2000 Komatsu PC120-6E
with 3,500 hours

TUCSON, AZ

3285 E. 44th Street
(520) 623-8681
FAX: (520) 798-1419

PRESCOTT, AZ

1071 Commerce Dr.
(928) 778-5621
FAX: (928) 759-7184

ALBUQUERQUE, NM

6101 Pan American West Frwy. N.E.
(505) 345-8383
FAX: (505) 345-2828



2000 Komatsu PC78US
with 2,800 hours



2000 Komatsu PC128UU-2
with 4,454 hours

CANANEA, SONORA, MEXICO

Parque Industrial
Carretera Cananea-Imuris Km. 5
011-52-645-332-8300
FAX: 011-52-645-332-8302



www.roadmachinery.com



2003 Komatsu PC228US-3
with 1,600 hours



Call us today!
(866) 400-5250
(602) 256-5189
1-800-989-7121



Gary Beal,
Vice President Used
Equipment Division



Availability is constantly changing. Check with your Road Machinery salesman for your used equipment needs.

C.P.I.
P.O. Box 1689
C.R., IA 52406-1689

Change Service Requested

Presorted Standard
US Postage Paid
C.P.I.

ROAD MACHINERY

THE PRODUCTS



THE PEOPLE

THE SERVICE



TUCSON, AZ
(520) 623-8681

PHOENIX, AZ
(602) 252-7121

ALBUQUERQUE, NM
(505) 345-8383

EL PASO, TX
(915) 872-1001

PRESCOTT, AZ
(928) 778-5621

SOUTHERN CALIFORNIA
(909) 355-3600

CANANEA, SONORA, MEXICO
011-52-645-332-8300



PALADIN
DEMOLITION / RECYCLING / FORESTRY

