

Shantui Exhibits at CTT in Moscow

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At the Crocus International Exhibition Center in Moscow, Shantui teamed up with its Russian distributors DSTS to put on a stunning display for the annual CTT trade show. Recognizing the importance of the Russian market, Shantui brought out a variety of equipment and spare parts to exhibit: the SD08, SD13, SD16, SD16Plus, SR12 and SR16. The Shantui booth proved to be a popular destination, as the overseas debut of the upgraded SD16Plus drew much attention, as well as the SD08 and SD13 dozers which respond to the market's demands for smaller and more versatile machines. Given that big brands such as Hitachi and Komatsu were at the show as well, the popularity of Shantui was a major win.

Recently, the construction machinery market in Russia has suffered a downturn, affected by the devaluation of the ruble and slow economic growth. CTT was a key moment to recapture momentum and spur demand, and in order to do so Shantui showcased its new technology and innovations in its PLUS-model bulldozers and market-specific customizations. Shantui is a prestigious brand in Russia and Central Asia, so the company is keen to maintain its position through upgrades in its value chain, investment in R&D, and constantly optimizing its products according to market demands.