

»Welcome to Change« – The TADANO Crane Day 2015 presents a world novelty and a wide variety of model upgrades.

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From 12 to 14 June 2015, **TADANO FAUN GmbH** presented its continuously driven change process spectacularly, thereby letting actions speak louder than words. The world premiere of the ATF 600G-8 – the first large-size **crane** without suspension system – and various revisions of the model series substantiated this claim most convincingly.

The world premiere - a spectacular event

On Friday evening, Crane Day opened with a premiere in Exhibition Hall 3A (designed for Nürnberg Messe by star architect Ms Zaha Hadid) at the Nuremberg Fair. Approximately 1,000 guests accompanied the presentation of the ATF 600G-8 and the revised models **ATF 220G-5**, **ATF 100G-4** and **ATF 70G-4**.

Compered in a charming way by Desirée Duray, Koichi Tadano, President of TADANO Ltd., inaugurated the festivities, stating that the various traditions of both companies had grown together successfully to form a common culture under the name TADANO FAUN. The representative of the German subsidiary and chairman of the Management Board, Alexander Knecht, explained the common values of the German-Japanese enterprise, presenting the ATF 600G-8 as a world novelty mirroring this symbiosis. According to him, the innovative **TADANO** Triple-Boom® is both straightforward and economically efficient and remains true to TADANO's three principles: Safety, quality and efficiency.

Following a spectacular multimedia-based presentation, the ATF 600G-8 was unveiled, accompanied by a firework display. Subsequently, Koichi Tadano, Alexander Knecht and Thomas Schramm, Head of Sales, greeted the newcomer in the presence of their guests as the largest member of the **TADANO** family.

The presentation - convincing arguments

On Saturday, the approximately 1,300 guests attending the Crane Day – **TADANO** customers, industry insiders and crane operators – experienced a broad information and entertainment program. On the TADANO factory premises in Lauf / Pegnitz, Franconia, all models were ready for demonstration.

The new ATF 600G-8 was both in the focus and also put to the test. In an impressive and extremely acrobatic show, six parkour athletes demonstrated the **crane's** power and dimensions on the **crane** itself. Crane operation and the surprising rigidity of its boom were demonstrated live by lifting considerable loads. As shown by the guests' response, the ATF 600G-8 is perceived as a revolutionary development. Thus, it is a justifiable claim that the company from Lauf has succeeded in presenting a real innovation which the industry has been waiting for.

The star of Crane Day was surrounded by the revised models **ATF 220G-5, ATF 180G-5, ATF 100G-4** and **ATF 70G-4**. Thanks to new engines in line with the exhaust emission standard Euromot 4/Tier 4f and various first-time features, this new **crane** generation is even more reliable and economically efficient for crane leasing companies.

Further demonstrations illustrated the advantages of the lift adjuster and of the dual-engine concept. Another innovation which is now a standard feature on all **cranes** is the asymmetrical outrigger width monitoring device which was also presented live. The improved **TADANO** services were also in the focus, as were detailed lectures on the innovative TADANO Triple-Boom® and on the HELLO-NET fleet management system.

The framework program provided live music and an original buffet which united the TADANO sites by serving food typical of the countries in question. A narrow-gauge railway toured the premises, taking guests to the buildings on it. Those who wanted to have a seat in a crane carrier cab - persons not familiar with these vehicles and insiders alike - were surprised about the operator-friendliness of TADANO technology. An airbrush artist excelled in swiftly spraying portraits of the ATF 600G-8 which were greeted with enthusiasm by the guests as souvenirs.

Both the innovation and the crane upgrades invariably met a positive response. Obviously, the industry had been waiting for the next TADANO Crane Day. Thus, TADANO came to see their change process as a real success and are sure that, following this successful event, the message »Welcome to Change« will reverberate for some time to come.

The Family Day - the people behind this success story

Sunday was Family Day. Almost 3,000 persons, members of staff with their families, explored the **TADANO** area and inspected the factory workshops and the recently renovated administrative building. To this effect, a lifting platform afforded an excellent view of the premises from an impressive height of 102 meters.

Children had lots of fun in bobby car races, quarter jump bungee and a survival course. The members of the company sports group demonstrated a 100 m bambini race for which medals were awarded. A rare opportunity was open to fans who liked to compete against Anastasia Savina, the female Grand Master of chess, in a round of simultaneous chess. What inspired the little ones most was a crane course in which a bed of nails suspended on the crane hook was to be used as a tool to get balloons to burst, which were fastened to the ground.

Again, the TADANO Crane Day corroborates the economic significance of the company for the town of Lauf and the rural district of Nuremberg Land. TADANO FAUN GmbH has proved its place among the hidden champions of the metropolitan region of Nuremberg. The new large-size crane ATF 600G-8 and the numerous further developments impressively enhance the power underlying change.

Source: Tadano