

New Hitachi Fuel Advantage Program designed to improve operational efficiency

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Hitachi is building upon its suite of technology solutions and leveraging dealers' consultation capabilities with the introduction of the Hitachi Fuel Advantage program. Eligible on 23 pieces of Hitachi construction equipment, the program features fuel consumption commitments, quarterly reports designed to help contractors improve efficiency, and an incentive to utilize the Hitachi dealer as a consultative partner.

"Hitachi is about bringing together machines, technology and our dealers to make the contractor's job easier," said Liz Quinn, product marketing manager of Hitachi's ZXLink telematics website. "The launch of the Fuel Advantage program not only provides a fuel consumption commitment, but rewards our customers for meeting with their dealer. It's about providing our customers confidence and peace of mind with their fuel efficiency."

Enrolling a machine in the program after purchase qualifies contractors for a credit of \$1 USD/ \$1 CAD per gallon/liter above target if the machine's average annual fuel consumption exceeds the program's target fuel consumption level. Credits, if earned, will be provided at the end of the year for use at a local Hitachi construction excavator dealership*.

Another key component of the program is the ability to use a Hitachi dealer as a consultant. Utilizing ZXLink, contractors will be emailed quarterly fuel burn reports. Dealers and customers are then encouraged to sit down together to review the telematics data, and look for trends, opportunities and insights to improve efficiency in the future. When contractors discuss the first report with their dealer within 60 days of receiving it, they will receive a code redeemable online for a \$100 USD/CAD personal fuel card from the participating fuel retailer of their choice.

"We want to help contractors find even more ways to save money," added Quinn. "Continual dialogue with their dealer will give contractors a better understanding of their equipment, fuel consumption and machine optimization capabilities. It's a win-win."

Eligible machines purchased between Nov. 1, 2015 and Aug. 31, 2016 can be enrolled in the Hitachi Fuel Advantage. Machines are eligible for program benefits for three years or 5,000 hours from settlement.

Source: Red International Communication