

Interview Ausa to bauma 2019

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Josep Soler, Ausa, Managing Director Central Europe in Interview with LECTURA Press

Ausa was grounded in 1956. When was the branch established in Germany and how many dealers are there in Germany?

In fact, AUSA has been closely linked to Germany since its foundation in 1956. The company began as a microcar manufacturer, producing 1.100 vehicles until 1961. At that point, and due to the development of the economy and the construction machinery that the founders found out in Germany, they decided to refocus the business to start manufacturing dumpers. Short after, AUSA began to export that machinery to Germany and, due to the high demand of the products, it was decided to establish a subsidiary in the country in order to set up a milestone and to be able to develop a bigger dealer network in the area.

Currently, AUSA uses a multichannel distribution pattern based on the type of customer and area. Our German commercial network consists of 57 dealers with different selling points, which allows us to have an extensive country coverage and reach a different type of sectors.

How do you see the further development of your machines regarding the progressing digitization?

Digitization on the machine brings many opportunities along for the manufacturers and the users as it is a source of data generation and this information can be applied for different purposes.

Since last year, all our new models are high-tech. Beginning with the launch of our new D601AHG 6-ton hydrostatic dumper, all our new machines include electronic management. It enables the machines to equip a digital display in the dashboard with all the information of the machine, different systems to lower consumptions and CO2 emissions and a CAN-BUS to track all their movements and mechanical needs to enhance these vehicles health.

This allows rental companies to discriminate the rental price level depending on the type of application, which allows them to adapt their offer based on the machine's use.

Therefore, I see digitalization as a way to generate a big amount of data that can be used to increase the efficiency and productivity of the whole industry.

We strive for an emissions-free future, to what extent is this possible for construction machines?

During the last Intermat exhibition, we presented the first wheeled dumper equipped with electrical transmission based on a current model in our catalog, the D100AHA, and we are aware that for certain applications it might be the ideal machine.

In my opinion, we are currently in a transition stage, where the electrical topic is on fashion, but the current technology is unclear to be the one it will remain and that represents big risks for manufacturers. We are sure that we are going towards a more efficient world, since the current sources of energy will see their costs increase exponentially as the economies of scale decrease, which it will accelerate the death of Diesel, but I am unconvinced that the current electric technologies are the right way to face such a challenge, as there are many grey areas and the negative externalities that they generate are still blur.

What special feature does the visitor expect at your stand?

In hall C6, we will be presenting a new dump truck with a turning cabin, which will certainly be an eye-catcher. The dumper features the latest technologies from the construction and automotive sectors, combined with an optimal design for safety and comfort. In addition, we will be presenting the all-terrain forklift line with a new design, new electronic management and other systems capable of reducing fuel consumption and CO2 emissions.

Do you like this interview? Do you also have something to share? Contact us at press@lectura.de and we will help you to spread the story.

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