

Wacker Neuson: “Needs-based products for the Chinese market”

26 November 2014 by Wacker Neuson

Wacker Neuson will be represented at the seventh international trade fair Bauma China from November 25th to 28th, 2014. The manufacturer of compact equipment, compaction, worksite, and concrete technology will be presenting new products for the Chinese market at Stand D.50 outdoors; visitors will be able to experience the use of these products live.

Asia is an important future market for the Wacker Neuson Group, where the company is seeking further growth. “The implementation of our long-term Asia strategy is increasingly taking effect,” says Cem Peksaglam, CEO of Wacker Neuson SE. “The measures that have already been initiated, for example targeted expansion of the local range of products, expansion of the sales network, and increased regional investments, will result in an appreciable growth in turnover in Asia in the medium and long term.” Demand for repair and maintenance of infrastructure is continuously increasing, including in China's cities. Simultaneously, the trend towards compact equipment of a higher quality is growing.

“The key to sustained success is in competitive products and services that meet the demands – and we are working intensively towards this. For example, we are introducing two new excavator models at the trade fair this year”, explains David Wei, Regional President Greater China at Wacker Neuson. “With the excavators EZ17 and 8003, with operating weights of 1.7 and 8.3 tons respectively, the product range of compact machines has been expanded to four excavators in China. In addition to products tailored to regional market needs, customer advice and service, training for sales people and dealers, financing solutions and excellent spare-parts availability are important topics. We are concentrating on these aspects to remain attractive to our customers and dealer partners.” Wacker Neuson is represented by dealers in almost all Chinese provinces. To increase efficiency even more, Wacker Neuson headquarters for Greater China moved from Hong Kong to Shanghai. The new location has its own spare parts store for the region in order to ensure fast availability.

The new products at a glance

Compact on the outside and spacious on the inside – every operator enjoys this combination of features of the zero tail excavator EZ17. For on narrow or complex job sites, as is often the case in urban areas, the operator does not have to worry that he could block traffic or damage the machine while working. The rear of the zero tail excavator EZ17 never projects over the excavator's undercarriage. This makes it extremely

maneuverable. The performance, intuitive operation, and comfort of the machine are equally convincing. Due to having its motor placed on the side, the small-turn excavator 8003 has little tail swing and is marked by a high level of stability. The driver especially benefits from this in narrow application areas. Equally interesting for companies and end users: Due to its particularly torsion-resistant steel frame, the excavator has an extremely long life, is robust and suitable for demanding application areas.

New for the Chinese market are also some heater models from Wacker Neuson, such as the hydronic surface heater HSH350 with a maximum thawing capacity of 200 square meters. The heater is used for thawing frozen soil before excavation, warming subsoil or reinforcements before concreting, and heating freshly poured concrete so that it quickly dries at an ideal temperature. For heating large indoor spaces, the indirect air heaters HI 120 and HI 60 are suitable. The oil-fired indirect heaters operated with diesel are easy to use and allow for a targeted heating of spaces through the connection of warm air hoses. A flue directs the exhaust fumes outside. The HI 120 model will be presented at Bauma China in a HD version for "heavy duty" applications at very low temperatures down to -40 degrees Celsius.

Some products from the special line of construction equipment for the Asian market will also be presented at Bauma China, including rammers and vibratory plates, floor saws, generators, pumps and light towers. The products can be offered at very competitive market prices, are robust in design and accord to the high quality requirements of Wacker Neuson. Products from the area of concrete technology, such as internal and external vibrators, rebar tier devices and frequency converters will also be presented at the trade fair. Much of the equipment can be experienced live on the demonstration grounds.

Wacker Neuson has been present in China for over 15 years with its own sales and service partners. The Wacker Neuson headquarter in the region is in Shanghai, further locations are based in Hong Kong and Shenzhen.