

# newsline

The score from  
Barcelona...

report on  
**CECE**  
**Congress**

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DATES FOR YOUR DIARY		
2010	EVENT	VENUE
22-28 November	Bauma China Exhibition	Shanghai, China
19-20 November	China Meet the Buyer Seminar and Visits	China
15-18 December	CEA General Technical Committee meeting	Hallidon Lakes, Northants
17 December	CEA Management Council meeting	London
2011		
19 January	CESAR Review Committee meeting	Bell Equipment, Staffs
08-11 February	IS India Exhibition	Mumbai, India
14-18 February	India Meet the Buyer Seminar and Visits	Pune and Hyderabad, India
22-28 March	Conexpo Exhibition	Las Vegas, USA
12 May	CEA AGM Conference	One Great George Street, London, SW1
31 May-04 June	CTT Moscow Exhibition	Moscow, Russia
10-13 August	M&T Parts and Services Exhibition	Sao Paulo, Brazil
19-21 October	BICES Exhibition	Beijing, China
08-11 November	SITP Exhibition	Algiers, Algeria
22-27 November	Econ Exhibition	Bangalore, India

Note: The above dates are subject to change. Please contact the CEA offices for further details:  
Tel: +44 (0)20 8253 4502.

# CEA

## AGM Conference

Thursday 12 May 2011  
One Great George Street, Westminster, London, SW1

In addition to the usual programme of government speakers, market experts and senior industry figures, there will be some new features.

### Showcase opportunity

To pre-register for display space  
e-mail [kim@admin.co.uk](mailto:kim@admin.co.uk)

## From the President

Dear Members

Two of this autumn's events, which I attended, highlighted some of the key trends that are affecting our industry.

The CEA Members' Network Day back in September attracted over 70 representatives to the Stoneleigh Park venue. This was a good enough attendance to encourage us to include this type of half-yearly conference as a regular feature in our programme. One of the presentations on the day dealt with the evolution of emissions legislation in Europe - it underlined how the EU has led the way in environmental restrictions which may have had some positive impact on the environment, but certainly have a negative effect on machine cost. The effect of the introduction of Stage IIIB engine technology will, of course, produce more price pressures. This will be another challenge for both manufacturers and distributors. At our conference the Off-Highway Research presentation included the comment that some 97 per cent of distributors in Europe remain in business despite the worst that the recession could throw at them. A testament to their resilience.

There was good CEA company representation at the CECE Congress this year, in Barcelona. Almost every market presentation seemed to point to the trend that the growing markets will be China

and India - and that this will draw even more manufacturing resource towards Asia. Yet the EU regulatory regime that we so often complain about may actually protect the interests of European manufacturers. If Europe as a market declines in relative importance, and is expensive to supply product to, then its attractiveness as an export market for those outside the region may diminish.

Closer to home, the prospects for the UK economy in the light of the Comprehensive Spending Review has been preoccupying the analysts. The view seems to be that the outlook for publicly funded construction projects is relatively poor but not as bad as was feared. A success of sorts for the Coalition Government in managing expectations!

On the subject of expectations, the CEA has completed its 2009-10 financial year a little better than budget. This has given the Management Council some confidence to recommend a freeze in membership subscription scales for a further year for 2011. A small recognition that as an industry we are not "out of the woods" just yet and we all need to keep up the pressure on keeping costs down.

Peter Howe CEA President



### CEA Management Council

**President:**  
Peter Howe  
Komatsu UK Ltd

**1st Vice President:**  
Nick Ground  
GKD Technik

**2nd Vice President:**  
Brian Heathcote  
Terex Construction

Colin Wakeham  
Bell Equipment UK Ltd

David Redhead  
BSP International Foundations Ltd

Paul Ross  
Caterpillar (UK) Ltd

Mike Hawkins  
CNH UK Ltd

Rory Keogh  
Gomaco International Ltd

Gerald Pratt  
Hewitt Robins International Ltd

Yvette Henshall-Bell  
JCB Sales Ltd

Nigel Baseley  
Perkins Engine Co Ltd

Keith Dolbear  
TriMark Europe Ltd

Val Ledden  
Volvo Construction Equipment Ltd



Committee  
for European  
Construction  
Equipment

[www.cece-eu.org](http://www.cece-eu.org)

# CECE congress 2020 vision

200 construction industry representatives gathered last month in Barcelona at the 2010 CECE Congress. The ANMOPYC Spanish trade association played host to visitors from across Europe and beyond. The 20 strong UK delegation included CEA directors and Management Council members, Peter Howe (Komatsu UK), Yvette Henshall-Bell (JCB), Nigel Baseley (Perkins Engines) and Keith Dolbear (Trimark).

## Overview

The last two CECE annual gatherings spent some time looking at what had gone wrong in the global marketplace. This year the theme was looking forward - to 2020 - in line with the general industry



*CECE President José Luis del Prim*

sentiment that planning ahead was a little more palatable in that there has been some, albeit limited, upturn in overall demand in 2010. However, as the



*Breakout Session "The customer interface – machine distribution in 2020"  
Panelists: L-R Tom R Cornell (Managing Director, Iron Planet Europe), Carl Gustav Göransson (General Manager Independent Dealers, Volvo CE), Stephan Bäumler (Director Marketing, Zeppelin Baumaschinen)*

presentations from industry experts and financial and economic analysts mounted up it was clear that a new world order is emerging from the chaos of the economic meltdown. The locus of market and manufacturing growth is predicted to move inexorably to Asia - with Europe as a hyper-regulated higher cost "island". CEA/CECE members can make up their own minds by reviewing the presentations available in the members' only area of the CEA website [www.coneq.org.uk](http://www.coneq.org.uk).

## Looking forward

A number of speakers tackled the conference theme of "2020 Vision". Strategic management guru, Mike Rosenberg of the IESE Business School looked even further ahead challenging participants to envisage what our business life will be like in 2030. He contrasted our world of 20 years ago (no widespread internet, Germany only just reunified, etc) to today and what it could be in the same time span going forward. Using these forward visualisation

techniques, following workshops looked at the future for traditional-style machine distribution and European manufacturing. Joining the former workshop was online auction company Iron Planet's European MD, Tom Cornell - as delegates debated the likely role of the internet in customer decision-making. Happily the conclusion was that there was still a good future for traditional distribution chains as assured quality and maintenance back up was likely to continue to be highly valued by purchasers.



## CONEQT 2: under starters' orders

The Steering Group of CECE has received a report on the progress of the original 2007 CONEQT (Construction Equipment for Tomorrow) programme - which set out a road map for future

equipment related legislation in Europe. The Group heard that progress had been made on 12 of the 19 proposal areas, subdivided by Better Regulation, Environment, Safety and Research. The

green light was given to holding further meetings to determine how the original document can be refreshed and re-launched as CONEQT 2.



Committee  
for European  
Construction  
Equipment

[www.cece-eu.org](http://www.cece-eu.org)

### CECE National Associations:

**Belgium:** AGORIA  
[www.agoria.be](http://www.agoria.be)

**Czech Republic:** SVSS  
[pavelurban@bobcat.com](mailto:pavelurban@bobcat.com)

**Finland:** Technology Industries of Finland  
[www.techind.fi/english](http://www.techind.fi/english)

**France:** CISMA  
[www.cisma.fr](http://www.cisma.fr)

**Germany:** VDMA  
[www.vdma.org/construction](http://www.vdma.org/construction)

**Italy:** COMAMOTER  
[www.comamoter.it](http://www.comamoter.it)

**Italy:** UCoMESA/Anima  
[www.ucomesa.it](http://www.ucomesa.it)

**Italy - Associate member:** Unacea  
[www.unacea.org](http://www.unacea.org)

**Netherlands:** FMIB  
[www.fme.nl](http://www.fme.nl)

**Poland:** APCEMP  
[www.apcemp.pl](http://www.apcemp.pl)

**Russian Federation:** AEB  
[www.aeb.ru](http://www.aeb.ru)

**Spain:** ANMOPYC  
[www.anmopyc.es](http://www.anmopyc.es)

**Sweden:** SACE  
[www.sace-se.org](http://www.sace-se.org)

**Turkey:** IMDER  
[www.imder.org.tr](http://www.imder.org.tr)

**United Kingdom:** CEA  
[www.coneq.org.uk](http://www.coneq.org.uk)

# Market Snapshots

## from Congress

### The World Market:

Off-Highway Research MD, David Phillips, tracked the evolution of world construction equipment sales which averaged 821,000 units per annum in 2005-2009. He sees this average falling to, a still respectable, 782,000 units in 2010-2014. But the make up will be very different. China accounted for just 18 per cent of world demand on 2005, this ballooned to 43 per cent in 2009 - and is predicted to rest at 34 per cent in 2014 as other markets make a limited relative recovery and India takes a bigger share. In comparison, Europe is set to see its significance further reduce from its position of 20 per cent of global demand in 2005 to 14 per cent in 2014. Phillips also cheerfully admits that his forecast for the China market of around 330,000 units in 2014 could easily be an underestimate. For more information on OHR reports see [www.offhighway.co.uk](http://www.offhighway.co.uk).

### North America:

AEM VP Al Cervero brought a downbeat analysis of the North American market. Despite a predicted US growth rate of 2.6 per cent in the full year 2010 this has not been reflected in jobs or construction activity. Non-residential construction starts are in fact set to fall over the year compared with 2009. With construction equipment sales in the US predicted to be almost static (with just 0.9 per cent growth this year) - manufacturers will need to wait until 2011 for double digit growth to return (predicted at 14.1 per cent) but still way down on 2007 in unit sales. Cervero cited the US stimulus package as a failure for our sector with just 6 per cent of the highways allocation going on new road building - with a higher priority seemingly given to "cycle paths". See

[www.aem.org](http://www.aem.org) to track the lobbying work being done by AEM via their *I Make America* campaign.

### Brazil:

Mário Humberto Marques, the President of Sobratema and a director of leading Brazilian contractor Andrade Gutierrez Construction, produced some impressive figures on the prospects for the Brazilian economy. Building on the relative economic and political stability of the last few years (the "Lula years"), GDP growth is predicted to average out at 5.5 per cent through to 2014. The Future Growth Programme (PAC-2) will concentrate on energy related projects, whilst the hosting of the World Cup (2014) and Olympics (2016) will also help things along. The 2010 year end is expected to see a big market bounce in construction equipment sales of 24.1 per cent overall including an 18.1 per cent upturn for earthmoving equipment. The Sobratema website is [www.sobratema.org.br](http://www.sobratema.org.br).

### Japan:

Yasushi Ochiai (representing the Japan Construction Equipment Manufacturers' Association) presented a cautious view of the Japanese market. National GDP is set to grow by just 2.0 per cent in 2010 and only 1.6 per cent in 2011 - with the consumer price index failing to significantly move in the current year. As elsewhere, equipment sales have been hit hard. For example, the forecast total sales of 6 tonne+ excavators may only reach 14,000 units in 2011 - half the figure of the pre-peak year of 2005. Whilst construction output has been decreasing there is some hope that supplementary government budgets will help boost demand. See [www.cema.or.jp](http://www.cema.or.jp).

# In the Lobby



*The CEA is committed to lobbying in the UK and Europe and working with the network of other trade associations, agencies and Government departments to promote the interests of the UK construction equipment sector.*

## Comprehensive Spending Review

The long awaited Comprehensive Spending Review (CSR) laid out the Coalition Government's spending plans for the rest of this parliament. The headline figure was that public capital spending is to fall from the 2009-10 figure of £68.7 billion to £47.2 billion in 2014-15. This was marginally better than had been foreshadowed in the emergency budget earlier in the year. Nevertheless, this translates into a real reduction in roads and housing projects which will have a direct effect on plant hire utilisation and equipment sales. Whilst most of the schools programme will go ahead, there is to be a radical change in procurement aimed at delivering cheaper projects, with more extensive use of modular building.

CEA Chief Executive, Rob Oliver, commented, "The positive thing is that the wider construction industry now has some figures to plan against. Uncertainty is one of the key things holding back business planning. It could be that the trajectory of interest rates may have an even more profound effect on business over the review period. The ready availability of credit at reasonable rates will be a crucial factor in determining purchase decisions. The state of the economy and the level of interest rates also impacts on the exchange rate which for many CEA members makes the biggest difference of all to their bottom line - as exports are crucial".

## CRC Energy Efficiency Scheme changes stir unrest

The Comprehensive Spending Review brought news on the future of the CRC Energy Efficiency Scheme. Allowance revenues from the scheme estimated at £1 billion a year by 2014-15, will be used to support the public finances rather than recycled to CRC participants, which was a provision of the scheme since its inception. In an EEF letter to Energy Minister Greg Barker MP, supported by the CEA, it was pointed out that the manufacturing sector is significantly

affected by CRC and, as such, has taken necessary steps to develop strategies to best manage the requirements of the scheme. These strategies now become redundant. Many manufacturers have also invested up to £15,000 in the Carbon Trust Standard to illustrate, in advance of the CRC, that they have effectively measured, managed and reduced their carbon emissions in an effort to recoup revenues as part of the recycling scheme.

### Market surveillance

CEA Director of Member Services, Tim Faithfull, met with representatives of the government and enforcement authorities in October to seek information on how the UK will improve its market surveillance procedures. The meeting was joined by representatives from BITA who have recently declared an interest in non-compliant machinery. Government was reminded that all machinery put into use in the UK must meet, not only the strict safety requirements, but also the current limits for noise and exhaust emissions.

### MPs briefed on

### UK construction equipment industry

Members of Parliament returning from their summer recess, found a letter and a further copy of our industry profile brochure (published earlier in the year). The CEA offered a list of all construction equipment manufacturers in their constituency so that they can keep close to issues in our sector. Database system changes in the CEA offices are in hand which will allow us to keep constituency information up to date - and encourage members to keep in touch with their elected representatives.

# Meet the Members



## New member

The CEA is pleased to welcome the following company into membership since the last issue of *Newsline*:

Viby Attachment Worldwide A/S  
[www.vibyattachment.dk](http://www.vibyattachment.dk)

## How to join the CEA

Visit the CEA website [www.coneq.org.uk](http://www.coneq.org.uk) - click on *About Us* and you will find all the information you require, including an application form - alternatively, e-mail membership secretary, Charlotte Harmer, [charlotte@admin.co.uk](mailto:charlotte@admin.co.uk).

## CEA logo

CEA members are entitled to display the CEA logo on their company stationery, website and in their e-mail signatures. For a copy of the logo, e-mail [cea@admin.co.uk](mailto:cea@admin.co.uk).

## CEA Mission

"To represent the interests of our members within the construction equipment industry, in a globally changing competitive environment".

## CEA Vision

"To be recognised worldwide as the leading construction equipment trade association operating in the EU - and to offer a world-class range of services to the global construction equipment industry and related sectors".

## Viby Attachment Worldwide A/S manufacturers of buckets and attachments

Viby Attachment began back in 1943 near Aarhus in Denmark, where V R Rasmussen set up a business as a blacksmith. Since the days of horseshoeing, the company has

developed into an up-to-date business and is now supplier to Europe's largest OEMs. For 40 years, Viby Attachment Worldwide A/S has been producing buckets and attachments for loader machines and excavators and, due to the high quality of the products, often meet customers who have had the same bucket for several different machines. Viby only uses the best steel quality and



when developing its products is very aware of customers' needs and the necessity of producing reliable and long lasting equipment that in the long term saves customers a lot of time and money. When designing its products, Viby's emphasis is on:

- ~ Durability
  - ~ Reliability
  - ~ Reduction of fuel consumption
  - ~ Adaptation to specific customer needs
- [www.vibyattachment.dk](http://www.vibyattachment.dk)

## Route One Publishing professional industry publications

Route One Publishing Ltd produces authoritative publications for the highway construction, aggregates production and transportation sectors. These international publications are read worldwide and provide access to quality information on aggregates production, highway construction and intelligent transportation for industry professionals. Produced by a skilled team of experts in their respective fields, the magazines:

- Aggregates Business Europe
- Intelligent Transport Systems, and
- World Highways

offer readers a comprehensive understanding of technological developments in these respective fields. The three publications also have extensive circulations to the industry,

which are regularly updated to ensure a good quality of information flow exists. In addition to the three magazines, Route One Publishing produces comprehensive exhibition reports on major shows such as Bauma, Conexpo and Intermat in the shape of the Road Technology Live publication. Another publication produced jointly between Aggregates Business Europe and World Highways is the Annual Review and Buyer's Guide. The company also produces special supplements on diverse areas such as:

- recycling
- bridge technology
- safety and security
- construction software
- major engineering projects

[www.ropl.com](http://www.ropl.com)

## Bergstrom (Europe) Ltd Three Project Manager positions available in Bergstrom's Sales/Engineering department based in South Wales [www.bergstrominc.com](http://www.bergstrominc.com)

**Overall responsibility:** To support engineering, commercial and project management functions in new and emerging markets including India, Russia and Turkey. Bergstrom Europe has been successful with new business ventures in these markets and local representation is required to progress either existing projects or new opportunities. A broad background in engineering, manufacturing and a commercial awareness is paramount. May be suitable for expatriates of the above mentioned emerging markets looking for the opportunity to work and travel between the UK and the emerging market countries. Extensive travel and minimum notice will be a fundamental aspect.

For further details, contact: **Christine Boyland - Tel: +44 (0)1443 865179**

## JCB business minister takes to the controls

JCB added a splash of patriotic colour to a showcase exhibition at the Department for Business, Innovation and Skills (BIS) with its latest backhoe loader, painted in the colours of the Union Flag, taking pride of place outside BIS offices in London.

The exhibition, unveiled by Business Minister, Mark Prisk, was the first in a planned rolling programme of themed displays demonstrating excellence in British design, engineering and manufacturing. JCB was one of a number of engineering companies invited to participate in the opening programme which focused on the engineering supply chain. The 3CX Eco backhoe loader is a brand new model designed and developed by JCB after a multi-million pound investment to develop a more fuel-efficient machine, which will cut customers' fuel costs by up to 16 per



cent. Business Minister, Mark Prisk, said: "Britain is a world leader in manufacturing, but if we are to inspire future generations, we must do all we can to promote UK excellence. JCB is a shining example of British design, engineering and manufacturing and I am pleased their new fuel-efficient backhoe loader was on display at our first manufacturing industry showcase event". [www.jcb.com](http://www.jcb.com)

## In brief

**Bell: wheeled loader deal**  
Peter Stevens Dumpertruck Hire has taken delivery of three new E-Series wheeled loaders from Bell Equipment UK.  
[www.bellequipment.co.uk](http://www.bellequipment.co.uk)

## Powerscreen: earth-friendly solutions

With today's environmental focus on "reduce, reuse and recycle" and ongoing concern over energy consumption, the Powerscreen Aggwash is designed to play a helpful role in many potential applications. From reduction in required landfill space, to production of recycled materials and lower transport costs, the Aggwash can provide earth-friendly solutions. [www.powerscreen.com](http://www.powerscreen.com)

## Prolec: Liftwatch Rail granted type approval

Prolec Ltd, UK manufacturer of rated capacity indicators, has been awarded type approval by CEM International for their Liftwatch Rail system. The approval, believed to be the first relating to RCI products within Europe, is the culmination of a development and investment programme taking in excess of twelve months. [www.prolec.co.uk](http://www.prolec.co.uk)

## Syncon: opens second US office in Chicago

Fast growing supply chain solution vendor Syncon has announced the establishment of its second US office in Chicago to support the continued growth of its operations. [www.syncon.com](http://www.syncon.com)

## Press release request

Add CEA *Newsline* Editor, Kim Fitzpatrick, to your press release circulation list for your company news to be included in future issues. E-mail [kim@admin.co.uk](mailto:kim@admin.co.uk).

# Member Information



## Membership subscription scales frozen

The CEA's Management Council has approved the third annual freeze on membership subscription scales for 2011. As many members' subs are directly related to turnover, this means that (as in 2010) 2011 will be even more inexpensive than this year. The Finance Committee believes that this policy shows a further commitment to members as they emerge

from the effects of the world recession - and is affordable due to the continuing concentration on value for money budgeting and the increasing membership roster. In a new initiative, the Management Council has also commissioned a study of the potential for new forms of income for the Association.

## Network Day attracts seventy

The CEA Network Day held at Stoneleigh Park in September attracted 70 members - who attended meetings of our General Technical Committee and International Business Group plus a joint "Executive Summary" session. CEA Chief Executive, Rob Oliver, commented, "I was delighted by the attendance as it gave more members an opportunity to participate in

the activities of our important international and technical groups. We intend to build on this and make a half-yearly conference like this a regular feature of our programme. I think there is terrific value in getting our members to meet together on a regular basis". The presentations can be found in the members' only area of [www.coneq.org.uk](http://www.coneq.org.uk).

## International Standards Organisation (ISO)

The CEA provides the Secretariat for ISO's Technical Committee 127, sub committee 1, on Test Methods relating to Safety and Machine Performance for Earthmoving Machinery. The Chairman of sub committee 1 is JCB's Mark Ireland. The procedures and protocols to be followed when developing a standard are not always self evident, plus much has

changed in the last few years because of electronic communications. Pam Hyde, Secretary to TC127, therefore attended a week long course for Secretaries in Geneva early in November. Those on the course came from all over the world and several have over 20 years' experience in handling standards. For further details, contact Pam Hyde via [pam@admin.co.uk](mailto:pam@admin.co.uk).



## CEA AGM Conference: Thursday 12 May 2011

By popular demand our AGM Conference will again take place at One Great George Street, Westminster. In addition to the usual programme of government speakers, market experts and senior industry figures, you can expect some new features. This is our well established annual stock take of the state of our industry. To pre-register for display space, e-mail [kim@admin.co.uk](mailto:kim@admin.co.uk).

## Export handbook update

Finance has been agreed for a comprehensive update of the CEA Exporters' Handbook. The previous edition (2004) was widely used and praised by members. The new edition will form the ultimate guide to exporting construction and related equipment. For further information on proposed content, or if you have any suggestions for topics to be included, e-mail [pam@admin.co.uk](mailto:pam@admin.co.uk).

## Sign up for CEA e-bulletins

The CEA produces the following very useful and informative e-bulletins:

- ~ International Business (monthly)
- ~ Technical (quarterly)
- ~ NewsOnLine

Members not currently receiving these bulletins should e-mail [kim@admin.co.uk](mailto:kim@admin.co.uk) to be added to the distribution lists.

# CESAR

## plant registration scheme



### Numbers stolen

CESAR sales are approaching 40,000 systems: 34,000 in construction and 3,000 in the agricultural sector. In September 2010 some 1,096 construction and 257 agricultural machines were fitted. Some 5,692 items have been reported stolen since the inception of the Scheme of which machines valued at £5.1 million have been recovered. The most popular items for thieves are trailers and mini

diggers, but there are also items of high value such as rock crushers and cement mixers. Between 3,500 and 4,500 machines are stolen annually, but only 299 CESAR registered machines had been reported stolen and the recovery rate was 28.4 per cent, ie CESAR machines are four times less likely to be stolen and six times more likely to be recovered.

### Saving on insurance premiums

The main inducement to join the CESAR scheme is the saving on insurance premiums - especially on larger machines. Savings can be 40 per cent. There are three new insurers on board:

QBE, NMU and MSIG. They have also agreed to provide data on stolen and recovered machinery plus recovered machinery is required to be fitted with CESAR.

### BBC Countryfile

The ten minutes about CESAR on BBC Countryfile shown on 28 September would have been seen by 6-7 million viewers (the equivalent advertisement would have cost £350,000 - £450,000). See the episode via the following link:

[www.youtube.com/watch?v=fCIDit\\_Llrc](http://www.youtube.com/watch?v=fCIDit_Llrc). Only a few years ago farmers would have wanted a single key to fit all equipment rather than a unit key or a unique number but now they are being targeted by thieves.

### Interest from the EU Commission

EU Commission representatives are encouraging the CEA/AEA Review Committee (chaired by Colin Wakeham of Bell Equipment) to submit an EU funded research proposal on plant theft. The

Belgium Presidency is prioritising the issue of crime related to itinerant gangs - this includes plant theft - and an official paper is expected from the Presidency in early December.

## CESAR scheme

The CEA is acting as lead organisation for the CESAR plant registration scheme at the invitation of the Plant Theft Action Group (PTAG) - and Datatag is the service provider. Registration, combined with Datatag's technology, both deters theft and makes recovery of stolen plant more certain. CESAR is a voluntary scheme and manufacturers can elect to fit the CESAR kit as standard or as an option for their customers. Alternatively, they may nominate their approved distributors to undertake the fitting on new equipment and that already in operation.



CESAR ID plate

## CESAR enquiries

CESAR hotline: 08450 700440  
E-mail: [enquiries@cesarscheme.org](mailto:enquiries@cesarscheme.org)

## Latest developments

For all the latest CESAR information visit [www.cesarscheme.org](http://www.cesarscheme.org).

# Technical Briefing

## Standards database

The newest version of the CEA standards database, which includes the latest information on relevant CEN and ISO standards, is on the website, [www.coneq.org.uk](http://www.coneq.org.uk).

## Technical discussion forum

The technical forum is the place for CEA members to gather and exchange information on any technical issues of interest. The registration process is simple - so sign up now and join in the discussions. [www.coneq.org.uk](http://www.coneq.org.uk)

## Technical e-bulletins

CEA members not already receiving the quarterly technical e-bulletins should e-mail [cea@admin.co.uk](mailto:cea@admin.co.uk) to be added to the distribution list.

## CEA technical team

The CEA technical team is always on hand to answer questions and give advice, often drawing on the huge amount of our members' experience and expertise as well as established contacts with all the relevant UK government departments, enforcing authorities and European associations.

## New tractor regulation impact on construction equipment

The type approval of tractors is currently laid out in 24 Directives and the European Commission has released a proposal to simplify the process in a way that has significant implications for construction equipment.

The existing Directives cover the top level matter of homologation of a tractor plus lots of detail in separate Directives covering such things as lights, steering, brakes and mirrors. The Commission plan is that these would all be repealed and replaced by a single Regulation (which would not need to be transposed into the legislation of the member states) plus a limited number of "Delegated Acts" covering the technical detail. It is not intended that there would be significant changes in the technical requirements apart from improving safety by the mandatory use of ABS on high speed tractors and improving the minimum performance level of braking systems in general.

The critical point for CEA members is that the Commission proposal includes allowing some mobile machinery the option of using the new regulation to obtain type approval for Europe. This would mean that, having gone through a single conformity assessment procedure, a product would have access to all the markets of Europe, including access to the road systems. The current need to obtain third party certification in Germany, Austria, Italy, and (recently) Spain would be abolished. Another good point is that the Commission proposal is angled towards the use of international standards as a route to conformity.

This would appear positive for our

sector but there are other matters to consider. Firstly, the current draft would only allow this option for machinery which is "... intended for use in agriculture and forestry". As it is impossible to determine the application of some machines at the time of product launch this is unhelpful, and it also would exclude many types of construction equipment for which the option would be very useful.

Secondly, as with cars, in order to promote a free market in the maintenance of machinery manufacturers using this option would be obliged to make available, freely and publicly, all the information on on-board diagnostics necessary to inspect and repair machines.

Thirdly, the Machinery Directive currently applies to tractors as well as other types of machinery but it is planned that this will be reversed when the Tractor "Mother" Regulation comes into being as all the risks associated with tractors will be included via that regulation. The problem for us is that there are different risks for our products which will not be covered in the tractor regulation, but the legal structure would prevent the use of the Machinery Directive for those other risks: manufacturers could not CE mark to the Machinery Directive if they used the new Tractor Regulation for on-road homologation.

Development of policy and activity is being coordinated by the General Technical Committee. There is a long way to go on this and the CEA will actively pursue the interests of the members throughout.

## Engines and emissions: the challenge to comply

Emissions of pollutants from diesel engines are a fraction of what they were in the nineties, but there is still a lot of work to do to comply with future legislation.

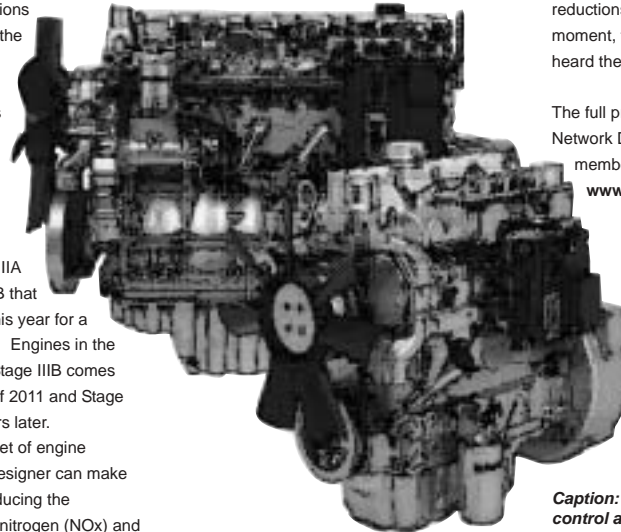
Before 1999 there was no legal limit to the amount of polluting emissions that could be pumped out from non-road mobile machinery (NRMM) diesel engines. In theory it would have been legal for engines to belch out black smoke all day long, but in practice the engines widely in use were already much cleaner than in days gone by, with smoke pretty well invisible and even the pollutants that we cannot see kept to moderate levels. Since then we have been through three levels of progressively more stringent requirements on emissions and are about to enter the fourth, and there is another already written into law for a few years down the road.

Each new period of emissions reduction is called a "Stage" in EU law and, confusingly, Stage III was split into IIIA and IIIB. It is Stage IIIB that kicks in at the end of this year for a large group of engines. Engines in the range 130 to 560 kW Stage IIIB comes into effect at the start of 2011 and Stage IV starts just three years later.

For any particular set of engine hardware the engine designer can make a trade-off between reducing the emissions of oxides of nitrogen (NOx) and particulates (bits of soot and unburned fuel). It is hard to put a figure on what

typical emissions were before regulation started - but emissions have reduced massively from the unregulated time to what they will be in 2015. In fact the total emissions will have reduced to 0.2 per cent of the 1999 levels, which were themselves already better than the previous levels.

So what does it mean for engine designs, both past and future? Well even Stage I had an impact and engines without turbochargers were on the way out. For Stage II most machines had charge air coolers to cool the air that came out of the turbocharger before it went into the cylinders, and for stage IIIA we saw electronic control and high pressure common rail fuel injection.



For Stage IIIB most engine designs will need a diesel particulate filter (DPF), on top of all the other technology, to trap the tiny particles that come out of the engine and then burn them off safely. Stage IV will take things to another level again, most probably with the addition of a urea tank to the machine. This will inject urea (ammonia) into the exhaust system to turn the NOx into nitrogen and water with the help of a catalyst - and machines will have to have systems on them to shut themselves down if operators neglect to fill the urea tank!

All of this means more problems for machine designers in packaging everything in, and more cost to the end user. Although there are no further reductions written into legislation at the moment, that does not mean we have heard the end of the story!

The full presentation given at the CEA's Network Day can be found in the members' only area of [www.coneq.org.uk](http://www.coneq.org.uk).

*Caption: for Stage IIIA electronic control and common rail fuel injection replaced mechanical governors (picture courtesy of Caterpillar Perkins)*

# International Business and Exhibitions



## bCIndia: Mumbai, India 08-11 February 2011

The UK Pavilion at bCIndia is a sell out - despite being our biggest ever UK Pavilion in India. We have an excellent location close to the front of the hall with access to the outside area. The CEA does have a few UKTI grants left for bCIndia thanks to UKTI releasing additional funding. Please visit [www.coneq.org.uk](http://www.coneq.org.uk) to download an application form. Forms must be completed and returned to the CEA no later than Monday 20 December 2010.

## Travel tips on forum

"Travel Tips and Wrinkles" is a new and useful thread on the International discussion forum on [www.coneq.org.uk](http://www.coneq.org.uk). Once registered, CEA members can add any travel experiences, good or bad, that might benefit fellow members - or just have a look before your next overseas trip in case there is something worth knowing. These travel tips are also included in the CEA's monthly International e-bulletin.

## International e-bulletin

The CEA's monthly International e-bulletin lists the latest news of opportunities in overseas markets. It contains a wealth of information, including details of seminars, workshops, information sources, market reports, grant and tender information and construction projects. CEA members use this popular bulletin as a primary source for information on various markets.

## CEA exhibitions diary

View our comprehensive exhibitions diary on [www.coneq.org.uk](http://www.coneq.org.uk). Details of exhibitions connected with construction equipment, cranes, mining and quarrying, road-building, demolition and recycling are listed, with hyperlinks to exhibition organisers. Please e-mail details of any shows not listed to [cea@admin.co.uk](mailto:cea@admin.co.uk).

## CEA / UKTI India Meet the Buyer Mission 14-18 February 2011

The CEA, supported by UKTI, will again run a series of Meet the Buyer Seminars following the bCIndia exhibition. Seminars will be held in Pune and Hyderabad (at the invitation of the Indian Contractors' Association) and we hope to include a visit to the JCB plant at Talegaon (between Mumbai and Pune). The Meet the Buyer Seminars are an excellent way to promote your company and UK plc as a centre of manufacturing excellence with official UK government support. There is no fee to participate -



just your travel and subsistence costs. The CEA works with a local company, Continex, headed by former UKTI Commercial Officer with a good knowledge of the Indian construction equipment sector. We will hold two seminars with invited audiences of potential buyers - allowing you to make presentations which are then followed up by pre-arranged one to one meetings and a networking lunch. Only two speaker places remain - so please register your interest now via [joanna@asnorth.co.uk](mailto:joanna@asnorth.co.uk).

## Conexpo-Con/Agg: Las Vegas, USA 22-26 March 2011

The UK Pavilion at Conexpo is also a sell-out. We do still have a few UKTI grants of £1,400 left - application forms can be downloaded at [www.coneq.org.uk](http://www.coneq.org.uk) and the cut off date for the return of forms is Monday 17 January 2011. The CEA is

hoping to hold a Networking Reception during Conexpo. We are also investigating the possibilities of organising one to one meetings with buyers in conjunction with UKTI in the USA ..... Watch this space.

## Turkmenistan: new opportunities

Following an invitation from the British Ambassador to Turkmenistan, Keith Allan, the CEA's Joanna Oliver spent a week researching opportunities for UK Construction Equipment manufacturers in Turkmenistan in September. Part of the costs of Joanna's visit were generously funded by the Advanced Engineering Sector of UKTI. Turkmenistan, nestled peacefully on the shores of the Caspian Sea between Iran and Afghanistan, is expanding its infrastructure rapidly. The Ambassador and his team produced a magnificent, albeit somewhat hectic, programme for Joanna, including meetings with:

- the Deputy Prime Minister for Trade & Industry
- several construction Ministers
- the head of the Marine, River and Ports Board
- the Chairman of the Turkmenistan Chamber of Commerce
- the Chairman of the Avaza Tourist Zone Development Board
- the head of the European Bank for Reconstruction and Development (EBRD)
- the President of Chevron Oil
- the Managing Director of Bouygues
- contractors and other interested parties

The Turkmen capital, Ashgabat, is a modern city of large white marble buildings, built in the last decade to replace the old Soviet style city, much of which has now been demolished. Government buildings are especially ornate and Ashgabat boasts the highest concentration of fountains (also in white marble) in the world. A new airport is planned for the capital, together with improved roads, rail, irrigation canals and a continued building programme including

apartment blocks, government offices, hotels, schools and hospitals, is envisaged to continue across the country for at least the next twenty years. Virtually all projects are government funded and the contractor is awarded by tender organised by the relevant ministry. In reality, most large contracts seem to be carried out by either Bouygues or Polimeks. Opportunities exist to supply equipment to these two major contractors as well as directly to the government. Some smaller projects are funded by loans from the EBRD who are interested in sourcing equipment from the UK.

Across the country cities, roads, rail and air links are being upgraded and developed. The port and city of Turkmenbashi, the main port on the Caspian to Baku in Azerbaijan (and onwards to Turkey and the west), is being completely redeveloped. The old city will be razed and a new one built in its place.

A few kilometres down the coast from Turkmenbashi, a new tourist zone is planned called Avaza. Five large hotels have already been built with a further thirty planned. The resort will include golf courses, an indoor ski run, water sports, tennis and many other leisure facilities. An eight kilometre artificial river has already been completed with pleasure boats cruising through the desert.

Originally the visit was to include the inaugural meeting of the Turkmenistan / UK Trade and Industry Council, TUKTIC, but the date was changed at the last minute - the UK was represented by JCB and BSP International Foundations. The next TUKTIC meeting will be in the UK in mid 2011 and all interested manufacturers will be invited to attend. A more detailed report on Joanna's visit will be available on the CEA website in due course.



## Record turnout for IBG at CEA Network Day

Over 30 members attended the September International Business Group meeting, which formed part of the CEA Network Day. Speakers included ABMEC (the mining equipment association) Director General, Ruth Bailey and Claire Rason, Commercial Officer at the British Embassy in Santiago, highlighting the business potential for companies supplying into the mining sector in Chile - and Dominick Kelly, of the RWS Group, offered his expertise on the importance of good translations in international marketing. The speaker on the new 2010 Bribery Act from PricewaterhouseCoopers had a family emergency which prevented him from attending in person - but a web cast gave members an overview of the act - PWC have promised to give IBG members a fuller briefing at the next meeting. Members could then join the CEA Management Council and Technical Committee members for an Executive Summary - rounded off by a Networking Drinks reception. The presentations are available in the members' only area of [www.coneq.org.uk](http://www.coneq.org.uk).

## India: infrastructure projects

The CEA's Pam Hyde recently met with Rishikesh Chanda, Senior Trade & Investment Adviser, UKTI, at the High Commission in Kolkata. Rishikesh reported that the Indian government now had a policy of looking eastwards to Kolkata and north east India - with a focus on infrastructure. There are plans for a highway through Bangalore to connect west and east India under the central government's Jawaharlal Nehru National Urban Renewal Mission (JNNURM) scheme. This is a massive city modernisation scheme envisaging a total investment of over \$20 billion over a period of seven years. See the October International e-Bulletin for fuller information and how Rishikesh can assist your company develop business in India. E-mail: [rishikesh.chanda@fco.gov.uk](mailto:rishikesh.chanda@fco.gov.uk) - <http://ukinindia.fco.gov.uk>.

# CEA Members

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Dana Corporation	<a href="http://www.dana.com">www.dana.com</a>	Prolec Ltd / Strainstall Group Ltd	<a href="http://www.prolec.co.uk">www.prolec.co.uk</a>
Darchem Insulation Systems	<a href="http://www.darchem.co.uk">www.darchem.co.uk</a>	Rayco-Wylie Systems	<a href="http://www.raycotech.com">www.raycotech.com</a>
David Brown Hydraulic Systems Ltd	<a href="http://www.dbh.textron.com">www.dbh.textron.com</a>	RDS Technology Ltd	<a href="http://www.rdstec.com">www.rdstec.com</a>
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