

**EXHIBITION**

**bauma China**





# Komatsu Stands Out at bauma China 2014

**B**auma China 2014, an international trade fair for construction machinery, building material machines, construction vehicles and equipment, was held at the Shanghai New International Expo Centre from November 25 to November 28, 2014. Occupying a total exhibition space of 300,000 m<sup>2</sup> (3,229,200 ft<sup>2</sup>), the fair attracted 191,000 visitors, exceeding the 180,000 recorded on the previous occasion in 2012.

The 2010 fair focused on hydraulic excavators, while displays of large machinery for mines were at the fore in 2012. The latest fair was unique in

that each manufacturer adopted its own pronounced strategy, with one manufacturer exhibiting the world's largest crane and others narrowing their targets to core product areas.

Amid overall stagnation in demand for construction equipment in China, Komatsu undertook a compact yet differentiating and persuasive initiative, led by Komatsu (China) Ltd. The initiative included the Komatsu (China) Techno Center in Changzhou, which is located a few hours by bus from Shanghai. In parallel with bauma China 2014, the Techno Center offered a presentation of new



The most popular event was small robot dancing.

products that users were permitted to operate and test drive. Holding simultaneous events at the two different locations of Shanghai and Changzhou were made possible through the joint efforts of Komatsu's production sites in China, namely Komatsu (Shandong) Construction Machinery Corp., Komatsu Shantui Construction Machinery Co., Ltd. and Komatsu (Changzhou) Construction Machinery Corp., enabling more direct contact with customers. Although the initiative was an all-new challenge for Komatsu, it was successful in delivering satisfaction to customers.

## Komatsu's Distinctive Stance toward Emissions Regulations

In China, production and sale of machines that do not comply with Tier III emissions regulations will be discontinued as of March 2016. Despite a worsening of atmospheric pollution, the implementation of these regulations has been delayed from the



The booth opened with Komatsu Ltd. in Chinese characters.





New products exhibition at the Techno Center



Demonstration at the Techno Center as seen from the stands



VIPs paid close attention to the product description.



Selling-point numbers pasted on the PC130-8M0 hydraulic excavator

original date. Komatsu has been introducing machines fitted with engines that comply with the regulations ahead of their actual enforcement, starting with the release of the PC200-8 hydraulic excavator in 2007.

The PC300-8M0, PC360-8M0, PC110-8M0 and PC130-8M0 hydraulic excavators were launched in October 2014, a month before bauma China 2014, thus providing a full lineup of models that comply with the regulations in the main machine classes.

Komatsu vigorously promoted the machines equipped with the regulations-compliant engine at bauma China 2014 and new product presentation event, and provided detailed explanations to customers. Komatsu was proud to be able to instill the impression in visitors at the booth that it is making its utmost efforts to tackle the pollution problem in China.

Komatsu is confident that continuing to take such initiatives in China will help raise the understanding of Komatsu's stance toward the environment and its efforts to comply with emissions regulations, which in turn is expected to lead the growth of the construction equipment market in China.

**KOMATSU**

2-3-6, Akasaka, Minato-ku, Tokyo 107-8414, Japan  
<http://www.komatsu.com>

We welcome any comments from readers via email:  
[views@komatsu.co.jp](mailto:views@komatsu.co.jp)

- Product photos in this newsletter may show optional equipment.
- Product specifications are subject to change without notice.
- Available models may vary by region or country.
- Models shown in this newsletter may be positioned for photographic purposes, with the bucket up. For safety reasons, please leave the equipment in a secure position.
- All rights reserved. No part of this newsletter may be reproduced without the prior written permission of Komatsu Ltd.
- The comments expressed in this newsletter are those of the contributors, and are not necessarily endorsed by Komatsu Ltd.