

hooked



NEW CTL 1600

We are proud to announce the introduction of our new CTL 1600 luffing jib tower crane. >>> more on page 5



NEW SERVICE STATION IN SINGAPORE

The new service station was opened in March 2014 together with key local business partners and dealers. >>> more on page 8



HARMONY DAY 2014

This year, Cranes Australia celebrated Harmony Day by encouraging Team Members to bring a dish to share in the workplace. >>> more on page 13



WORKS FOR YOU.



Tim Ford
President, Terex Cranes

CREDIBILITY & LEADERSHIP

What are traits that all industry leaders have?

**PERFORMANCE.
TRUST.
CREDIBILITY.**

They go together like beer and brats, apple pie and ice cream, or pasta and wine.

Leaders in the equipment industry offer great products that perform day in and day out. When the customer has a problem, and the great product is backed up with excellent customer and product support, credibility is earned and trust is enhanced. And the cycle repeats.

When a company doesn't perform, credibility is broken and trust is shaken. In our case, credibility is low among our customers, which is reflected in our market share. Despite that, I am optimistic and upbeat. Why? Because I know we can do better. We will do better. And we are doing better. A year ago, we established three clear areas of focus: improving product support; reducing cost and complexity; and becoming easier to do business with. While individually, they sound like uniquely different initiatives, but they are intertwined.

How? All three focus on the customer. Each is about improvement and all are aimed at building credibility and earning trust. Just in the past quarter alone, we opened a new training center in Latin America and invested in a new service station in Southeast Asia. At the same time, we hired a dedicated head of sales and service in Southeast Asia. Coupled with the new service station that includes a dedicated team, customers in this region now have a single point of contact, no matter what equipment they need. This approach should sound familiar, as it is the same "one face to the customer" like the Global Trading Model that we will introduce in the fall. All around the globe, significant effort is going on to improving product support for Terex Cranes products and becoming easier to do business with.

Working with our customers, we are improving our product line by removing those models from our offering that are too old, too expensive or have too many quality issues. Customer feedback allows us to gather the required input to develop new equipment, such as the recently launched CTL 1600 tower crane, the Crossover series or the Explorer family.

Despite challenging financial results in the first quarter, we are gaining momentum. As you will read in this newsletter, customer scores for our Net Promoter Score (NPS) have slightly improved and order intake is increasing – both signs that we are on the right track with our initiatives.

We must tell our story every day to our customers – whether face to face, over the phone, via email or at a trade show. It's not just up to me or the person next to you to tell our story. All of us performing every day will establish market credibility and build trust with our customers.

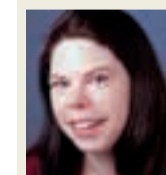
YOURS,

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EDITORIAL

Do you have questions? Do you know a team or a topic that should be covered in one of our next issues?
Please let us know at Hooked@terex.com



Yours,
Anne Steeb
Global Marketing
Marketing Communication
Terex Cranes

IMPRESSUM

Effective Date: June 2014. Product specifications and prices are subject to change without notice or obligation. The photographs and/or drawings in this document are for illustrative purposes only. Refer to the appropriate Operator's Manual for instructions on the proper use of this equipment. Failure to follow the appropriate Operator's Manual when using our equipment or to otherwise act irresponsibly may result in serious injury or death. The only warranty applicable to our equipment is the standard written warranty applicable to the particular product and sale and Terex makes no other warranty, express or implied. Products and services listed may be trademarks, service marks or trade-names of Terex Corporation and/or its subsidiaries in the USA and other countries. All rights are reserved. Terex is a registered trademark of Terex Corporation in the USA and many other countries.

Please note: Not all products are available in all countries according to legal requirements. Please consult your local Terex distributor for more information.

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GET HOOKED

When visiting our Cranes location in Long Crendon, UK, I heard Julian Dyer, Senior Manager UK and Ireland, say: "I often hear **That can't be done**, but never get the answer **It can't be done like this – but here's an alternative**". I think he has a point here!

Instead of stating constantly what we cannot do and where obstacles are, we should try to think about feasible ways to overcome these obstacles. And here is the right place to tell your fellow team members about solutions you found to bring Terex Cranes to the next level.

Do you have questions? Do you know a team or a topic that should be covered in one of our next issues?
Please let us know at Hooked@terex.com



TEREX CRANES ANNIVERSARIES

TEAM MEMBERS CELEBRATING A JUBILEE...

MAY 2014

25 YEARS	Kyrre Jensen	Helsingborg, Sweden
	Steven Grohs	Huron (SD), USA
	Rick Ward	Watertown (SD), USA
	Thomas Leinen	Zweibruecken, Germany
	David Brown	Huron (SD), USA
	Christian Gaard	Watertown (SD), USA
	Iris Aldorf	Zweibruecken, Germany
	Jean Wannemacher	Zweibruecken, Germany
	Timothy Bekaert	Watertown (SD), USA
30 YEARS	Nathan Stevens	Watertown (SD), USA
35 YEARS	Robert Christiansen	Waverly, USA
	Paul Byer	Watertown (SD), USA
	Lloyd Freese	Huron (SD), USA
	Kevin Stanton	Watertown (SD), USA

JUNE 2014

25 YEARS	Roland Kuhn	Zweibruecken, Germany
	Bernhard Lenz	Zweibruecken, Germany
	Thomas Sprau	Zweibruecken, Germany
	Winfried Wild	Zweibruecken, Germany
	Ralf Hofer	Zweibruecken, Germany
	Rainer Biss	Zweibruecken, Germany
	Zachary Givens	Wilmington, USA
30 YEARS	Bruce Palmer	Huron (SD), USA
	Joe Plut	Watertown (SD), USA
	Roger Hanson	Watertown (SD), USA
35 YEARS	Alfred Pirmann-Colling	Zweibruecken, Germany
	Danny Eggleston	Huron (SD), USA
	Manfred Knerr	Zweibruecken, Germany
	Marcel Lutz	Zweibruecken, Germany
	Rex Rycraft	Huron (SD), USA
40 YEARS	Margit Buderus	Zweibruecken, Germany
	Sylvain Schwartz	Zweibruecken, Germany



NEW POSITION



ALBERTO BOFFA BES
POSITION: SENIOR MANAGER SALES AND CUSTOMER SUPPORT FOR THE AFRICA REGION.

Experience: Alberto started some weeks ago and is replacing Clement Berthelot who left Terex in order to pursue other career opportunities. He is reporting to Carsten von der Geest. Alberto is an Italian Citizen and holds a Degree in Economics from the University of Torino/Italy. He has more than 10 years Sales experience within the African and Middle East Regions and acquired a very strong knowledge of especially the African Markets where he was during 6 years working as a Sales Manager in the Heavy Truck business for Iveco Corporation.

LARS-MICHAEL JENSEN
POSITION: SENIOR MANAGER SALES AND CUSTOMER SUPPORT FOR THE NORDIC COUNTRIES.

Experience: Lars is a Danish Citizen and holds a Diploma (HND) in Mechanical Engineering, specialized in Operations Technique from the Horsens Polytechnic in Denmark. Lars has more than 17 years' experience in the Cranes industry and business. During the past 13 years he developed the Sales and Customer support Business for one of our major competitors based in Denmark. Lars is located in Helsingborg/Sweden and is reporting to Lee Maynard in his role.

PHILIPPE FAURE
POSITION: MANAGER CUSTOMER SUPPORT FRANCE AND PRODUCT LINE MANAGER FOR THE PRODUCTS MANUFACTURED IN MONTCEAU LES MINES.

Experience: Philippe is a French Citizen and holds an Electro-technic and Electronic Engineer Diploma. He has more than 17 years' experience in the Customer Support areas working in managerial roles for several industrial companies like Nissan/Forklift and Jungheinrich/Heavy Trucks. In his role as Manager Customer Support Philippe is reporting to Massimiliano Melloni. For his Product Line responsibilities Philippe is reporting to Jörg Lattwein.

MASSIMO CAPPELLO
POSITION: OPERATIONS DIRECTOR, CREPELLANO

Experience: Massimo is replacing Marco Busconi in this role. He has an Industrial Engineering background and acquired his professional competences in the R&D, Customer Support and Global Project fields. Massimo joined Terex in 2007 as Director of Customer Care in Fontanafredda. In January 2011 he took the role of Director TMS Project in charge of the Business Integration/ERP System implementation for the 5 Italian Business Units. Massimo is reporting to Heribert Bussmann in his new role.

NEW RANGE TOPPING



TEREX® CTL 1600 LUFFING JIB TOWER CRANE

We are proud to announce the introduction of our new CTL 1600 luffing jib tower crane. It has two and a half times the load moment and a 10 meter longer jib than the previous largest Terex luffing jib tower crane. This increased capacity and reach allows customers to lift heavier loads and reach further within a jobsite. Long reach translates to less cranes needed within a jobsite, and the high capacity means fewer lifts. These features do not only improve jobsite efficiency, but also allow customers to cope with the increasing complexity and challenges of today's jobsites. The new CTL 1600 tower crane is produced at the Terex facility in Fontanafredda, Italy.

"We have decades of experience in luffing jib tower cranes," says Marco Gentilini, Vice President and General Manager for Terex Tower Cranes. "They are known to be great performers while at the same time offering a great return on investment because of their cost saving features in erection and transport. When designing the CTL 1600, our engineers not only carried on this heritage but also developed new innovative features."



Topping the existing Terex tower crane portfolio of eight CTL luffing jib models, the new extra-large Terex CTL 1600 crane integrates extensive feedback from customers to combine outstanding lifting power with easy assembly, operator comfort and jobsite safety.

Offering a maximum lifting capacity of 66 tonnes (72 US tons), a maximum load moment of 1600 meter tonnes and equipped with an extra-long 75 meter (246 ft) jib, this crane offers extremely high lifting capacities and reach as well as ease of transport and assembly. This new tower crane model has a maximum freestanding height of 89 m on a concrete base and 88 m on a chassis. The CTL 1600 tower crane uses HD 33 tower segments, which come equipped with pre-assembled tower platforms, aluminum ladders, multiple lifting points and the new "Engage System". This new system includes all the required components for tower crane assembly already positioned and ready to be connected.

The combination of the HD 33 tower system and a broad variety of internal and external climbing options provides the CTL 1600 tower crane unmatched jobsite versatility. Besides being the largest and heaviest lifting model in the Terex luffing jib tower crane range, the new Terex CTL 1600 introduces new features focused on increased performance, easier crane assembly and safety. Standard safety features include jib walkways and handrails to provide a safe working environment for technicians during set-up and maintenance when working at height.

As for all Terex luffing jib tower cranes, all hoisting and luffing winch drums are linked to their own separate emergency braking system, which at the press of a button stops operation rapidly but gradually enough to avoid blocking.

An optional anti-collision system helps the operator to plan and execute lifts while avoiding collisions with other cranes or buildings. Two cameras and a display screen increase visibility and enable the operator to zoom in and out as required.

Cost-efficiency is improved thanks to modular tower sections, which can be shipped on container to reduce transportation costs. An automatic slewing ring lubrication feature also means less time spent on maintenance. Additionally, an auxiliary winch on the counter jib is used to ease assembling of rope path. The new CTL 1600 tower crane is also equipped with one, two or three pull lines to combine the ability of heavy lifting with fast lifting speeds.

Providing excellent ergonomics and comfort to help crane operators work safely and stay focused for long hours on the jobsite, the new CTL 1600 crane comes equipped with the Terex Cranes EVO 15 operator cab.

"I am very proud of the engineering team. It doesn't happen every day that you launch a crane that more than doubles the capacity of the previous range topping model while maintaining the same 'easy to transport and erect' concept," adds Gentilini.



PLANNING FOR THE FUTURE

INTERVIEW WITH FRANÇOIS JOURDAN

François Jourdan, the French-born, outspoken world citizen, took over the role of President of Terex Latin America last year. Previously, he was Vice President, Marketing, Terex Cranes for 6 years.

How do you see your role in the organization?

I am happy that you have asked this question now and not a few months ago because I had no idea then of what a president did. When Tim Ford asked me to take this on I had no idea of what it represented in terms of work and responsibilities. I just heard “go there and fix it”.

Now, I know that it’s a great position in the sense that it’s really a multi-dimensional job, vertically, horizontally, and also in terms of time.

Vertically, because you have to be on top of things and also close to the details. I remember an analogy that it is like the flight of the eagle: you need to fly very high and then be able to plunge from the sky to the earth. It requires seeing the big picture while also seeing all of the smallest details. It is to be both “on” and “in” the business and to always find the right balance. If you only stay “on” or only stay “in” you will fail.

Horizontally, because you deal with all of the segments and functions. You must project into the future but also face the reality of each day.

It is also a non-stop job, 24/7, wherein all small gestures, each word, and every behavior are important. You sometimes feel that you do not belong to yourself anymore but you belong to the organization. You also realize that the team members are more important than you for the success of the organization. Your only role is to help them setting the goals, direction, and the way to get there. You are just one part of this, but you still guide it all. It is about the right people, and you give the direction, you coach, you measure the results but, more importantly, you drive the input.

Last year you took over as the President of Terex Latin America. What was the situation in the region back then, especially for the Cranes segment?

Latin America has a specificity in the Terex world; it is one company, one legal entity, and one headquarters, with 6 business units, including Material Handling, Materials Processing, Aerial Work Platforms, Cranes, Port Solutions, and Utilities, and all the functions to support the segments, such as HR, Finance, IT, Marketing, After Sales, Service, Training, Taxes, Legal, and others.

Terex has a strong presence in Latin America with two factories in Cotia, São Paulo and Betim, Minas Gerais, 7 branches in Brazil, and one under construction in Chile, one logistics center for imported products in Vitória, Espírito Santo, and one part depot in Jundai. There are two training centers with a capacity of 150 students, a showroom, and a demonstration area in Betim and Cotia. There are approx. 1,200 team members, including more than 250 field service technicians with a fleet of 120 cars and a service truck.

All of this structure serves the 6 business units that are different in terms of customers, products, channels, and history, but there is more commonality than difference. Terex, our segments, and our brands are all about serving customers, manufacturing, and distributing products.

Let’s start with the Cranes segment. This is the segment that I am from and certainly the one that requires more attention due to its situation in Brazil. The Cranes business was certainly one of the key challenges, especially in Brazil where our image was dramatically deteriorated, while in South America: Argentina, Chile, and Peru we have retained leadership. The challenge was rebuilding a team that had lost confidence and had no direction due to the lack of leadership. It was really about cleaning house and in order to achieve that we developed a very aggressive plan and in 3 months we sold all of the old inventory, and with the help of Dan Slater and his team in Waverly we assembled the last two rough terrain kits in 2 weeks and sold them.

Genie has benefitted from a strong market development with great growth in the recent years and a good expectation for the future. The Genie brand is strong and has a good reputation with the customers and has a dynamic team that is recording many successes.



François Jourdan
President Terex Latin America

The Material Handling segment, with the Demag brand, is the historical leader in the Brazilian market and has a high image of service with about 250 service technicians, a fleet of more than 100 service cars, and 7 branches around Brazil.

Utilities, which should deliver a positive fourth quarter for the first time in 3 years is achieving tremendous progress in controlling production and the lean manufacturing of their insulated equipment that works in maintaining the energized lines with recognized safety and quality.

Port Solutions is a market leader with more than 500 stackers in Latin America as well as the leader in Mobile Harbor cranes with a strong dealer network resisting the very aggressive attacks from the competition.

There are some new faces in the organization, Herbert Karly for example. How did that change the situation?

We recruited a new segment leader, Herbert Karly, a service leader, Ricardo Neto, as well as the all-terrain service specialist, Alexandre Vaccari. Together with the sales team, they helped reconnect with customers who had turned away from us and 3 of them are now back with us including our historic customer here. We are now back on track with a new team highly motivated and with the morale of a winner.

One good example is that we sold the First Superlift 3800 in Latin America and have some other leads for Brazil and South America.

Which initiatives are important?

We are working together to achieve cross-segment benefits and create a competitive advantage by crossing:

- ▶ **Port Solutions x Cranes x AWP customers**
- ▶ **Genie x Demag Contract customers**
- ▶ **Demag Service x Cranes Service team**
- ▶ **Using Cotia Factory for RT assembly and refurbishment**
- ▶ **Using the Betim factory to assemble truck cranes.**

Training center and showroom development in order to promote the strength of Terex here in Brazil and South America

Back office integration, with a project that will unify processes, save time, money, and make us more competitive and stronger in the areas of human resources, finances and taxes, information technology, marketing, commercial logistics, purchasing, and HSE.

Last but not least, the Terex Foundation, an important initiative in Brazil, has 3 pillars:

- ▶ **Educate the youth:** Soccer school for more than 40 kids from 8 to 14 years of age in the Cotia facility every Saturday with lunch served at the end. The sport is also linked with a follow up and assistance in school.
- ▶ **Develop people:** Adult alphabetization for team members who did not have the chance to finalize their basic education. Scholarships for more than 140 TMs to complete their university, master’s degrees, and study languages.
- ▶ **Encouraging citizenship:** Donation campaigns for the winter, Christmas, Children’s day, and others to benefit charities in the region.

The main objective is to serve the progress of the country that is still in development and that needs lots of support from private initiatives.



*From left:
Vigold Georg, General Manager
Gustavo Faria, Managing Director
François Jourdan, President Terex Latin America
Herbert Karly, Cranes Sales Director
Raphael Cardoso, Commercial Director*

EVEN CLOSER TO OUR CUSTOMERS



From left: Per Hamfeldt, Customer Support Supervisor, Southeast Asia; Weiwen Zhang, Service Director, Asia; Ken Lousberg, President, Terex China; Frank Schröder, Director, Commercial & Product Support Strategy; Bradley Abraham, Sales & Service Leader, Terex Cranes, Southeast Asia; Larry Rode, Sales Manager, Terex Cranes, Asia; Steven Jia, Customer Support / Field Service, Southeast Asia.

NEW SERVICE STATION IN SINGAPORE OPENED

„We are pleased that we can now offer even better service to our customers. This will enable us to decisively strengthen our competitive position in Southeast Asia,“ stated Weiwen Zhang, Service Director, Asia, commenting on the opening of the new Terex Cranes service station in Singapore. The new service station was opened in March 2014 together with key local business partners and dealers. At the same time, our colleague Bradley Abraham was appointed Head of Sales and Customer Service.

The new service station is of major strategic importance for our company, allowing us to serve the important Southeast Asian market. The new presence in Singapore will enable us to be closer to our customers and greatly improve cooperation with our local business partners. We can now also increasingly expand our product support in this region.

The overriding objective is to provide top-quality services in this region. Our local colleagues are now ideally prepared for this: with service vehicles, the correct tools and equipment – and, of course, with comprehensive technical knowledge, expertise and experience.

Incidentally, we've already tackled the next step to improve our services in Southeast Asia: we now intend to set up a spare parts store in Singapore carrying key parts that will enable us to help our customers there even faster in the future.

FLYING THE FLAG IN ASIA

Terex Cranes now has three service offices in Asia with the addition of its new service station in Singapore, guaranteeing comprehensive coverage of the entire region.

Shanghai – Northeast Asia

Our colleagues in Shanghai cover China, Hong Kong, Taiwan, as well as South Korea and Japan.

Singapore – Southeast Asia

The new service station in Singapore serves the Southeast Asian region.

Pune – India

The service station in Pune is the contact for our customers in India, Pakistan, Bangladesh and Afghanistan.

A VERY SPECIAL TRAINING

INTERVIEW WITH JOHN H MORRIS



John H Morris
Field service technician, Wilmington, North Carolina
listening to Frank Schröder at the first YoST meeting.

John H Morris has been with Terex for 8 years. The field service technician is stationed in Wilmington, North Carolina and is responsible for the commission of new cranes, delivery in general and troubleshoot and repair. In August and October 2013 he went to the Cranes facility in Zweibrücken, Germany in order to get a training for the AC 1000 all terrain crane produced there. What was special about this training? Well, it was not only classroom lessons. The most part of the training was practical/hands on.

John, can you tell us more about the training?

I got to know the AC 1000 by heart. I had one week of classroom introduction and theory in August 2013 and then three weeks of hands on practical training on the test field in October 2013.

How did it come you made this training in Zweibrücken?

I was selected for this due to the fact that this was the first machine of its type coming to America and I asked to be allowed to train in advance so that I can help our customers, whenever they have issues with the AC 1000.

Who in Zweibrücken was responsible for the training?

Andreas Sucher, the service trainer in Zweibrücken, took on the classroom/theory training in August and Fritz Stephan from local commissioning the hands on training at the test field. Both were great to work with and I could learn a lot from them.

Can you tell us a little about what you have learned?

The various erection procedures for assembly of the 50 meter and 100 meter main boom components along with the installation of the SSL and various luffing fly jib combinations.

What differed this training from others you had so far?

The fact that I was allowed to apply knowledge from the classroom to real time situations that will occur during the erection process of the machine.

From your perspective, which parts of this training should be generally introduced to regular training, and why?

During classroom training cursory visits to the test field from time to time would allow the students to apply the skills that are being taught in real time situations and various techniques and processes can be proven and perfected prior to going to the customer job site.



MANY THANKS...

I would like to thank everybody involved for making this training reality, especially, Roger Jones, Chris Creel, Josh Barnett Thomas Beduhn and Andreas Sucher.

Terex® AC 1000

GEMBA



“THE REAL PLACE”

Terex Cranes North America has embraced the strategy of becoming a Terex Business System (TBS) focused organization and has demonstrated this commitment by renewing gemba walks to gain understanding, engage team members, and enable improvement.



Gemba means “the real place,” but we can think of it as the place where work is done. Gemba walks consist of going to “the real place” to grasp an understanding of the current situation through observations and conversations with team members. Prior to each gemba walk, a theme or system to “go see” is identified. This is critical to the successful understanding of the current state and alignment of improvement activity to the strategic goals of the organization.

These walks will help us understand the health of TBS systems. This allows us to ensure that our systems are aligned with our guiding principles, and that the selected TBS tools are enabling our systems and achieving the desired outcomes. Gemba walk participants are looking for indicators of robust TBS tools and systems, as well as team member engagement and understanding of the Terex Business System. The understanding gained will

drive improvement activity through the documentation of the current state and the development of an improved future state vision. This creates a cycle of current state understanding, future state vision, and continuous improvement activity towards the future state. Continuous improvement is critical to creating value for our customers and “to help improve the lives of people around the world.”

While the first gemba walks started on the factory floor, plans for expansion into the office areas have been developed. As gemba continues to evolve, additional team members will become engaged in order to support the management of daily improvement (MDI) across the site.

As a result, team members should expect to see engaged leaders enabling and coaching problem solving, removing barriers, and recognizing improvements. Team members should expect to engage in daily identification of waste, root cause analysis, and development of countermeasures. This is a great example of how Cranes North America is turning TBS methodology into “how we do work.”

5 TIPS FOR CONDUCTING A WALK-AROUND/GEMBA WALK

1. Compare what is happening to what is supposed to be happening
2. Look for things or team members that are out of place or different than expected
3. Talk to team members
4. Locate an abnormality, then move “upstream” until you find the source
5. Assign, document, and follow-up on action items

DEALER CONFERENCE SINGAPORE



Members from various Terex Cranes departments welcoming 25 representatives from ten dealers spread out through eight Asian countries

MAINTAINING CONTACTS

The Terex Cranes Asia Distributor Conference, which took place on March 26th and 27th in Singapore, gave team members from various Terex Cranes departments the opportunity to welcome 25 representatives from ten dealers spread out through eight Asian countries. This, of course, was an important event for everyone involved, as Asia continues to be one of the fastest growing economies in the world, and, as a result, one of the most interesting markets for our company.

The event’s participants were greeted with an interesting and highly varied agenda in Singapore: Our team members from Asia and Europe got the chance to explain how our company is being regionally restructured and go over our sales and service strategy. They also discussed the benefits of using Terex Financial Services (TFS) and the various marketing tools that Terex Cranes puts at

the disposal of dealers so that they can boost their sales activities even further. But perhaps the most important highlight of the encounter was a tour of the new service station in Singapore, which opened on April 1st, 2014. “The dealer representatives at the event were all enormously impressed with the range of services and products we offer, which should put us in an ideal position to bring our work together up a notch,” pointed out Larry Rode, Asia Sales Manager.

Of course, another goal behind the conference was to maintain our existing dealer contacts and expand our network even further, and we exceeded expectations on both counts. “The conference was tremendously successful and enabled us to further strengthen our relationships with important dealers throughout the region,” says Norbert Dudek, General Manager Asia, to emphasize the event’s positive impact.



NEW TRAINING CENTER TEREX LATIN AMERICA



INVESTING IN THE BEST FACILITIES FOR THE BENEFIT OF OUR CUSTOMERS AND DISTRIBUTORS

Terex Latin America has completed a brand new training centre in Cotia, Sao Paulo, comprising three training rooms fully equipped with the latest audio/visual equipment, a warehouse facility and a 400 square metre machinery showroom in which to showcase mobile cranes, aerial work platforms and material handling equipment.

At the invitation of Tim Ford, President, Terex Cranes and Francois Jourdan, President, Terex Latin America, customers from every business segment recently attended a pre-launch event during which they were given an exclusive tour of the new premises and heard about Terex's commitment to exceptional service and support.

Commented Francois Jourdan: "This new training centre demonstrates our determination to continue investing in the latest and best facilities for the benefit of our customers and distributors. It reinforces our Delivering Success message about helping our customers to get the results they are looking for."

HARMONY DAY 2014

A TASTE OF HARMONY AT CRANES

Since 1999 Harmony Day has been widely celebrated across schools, community groups, churches and businesses, as a day to celebrate Australia's diversity. It is a day of cultural respect for everyone who calls Australia home.

This year, Cranes Australia celebrated Harmony Day by encouraging Team Members to bring a dish to share in the workplace, that represents their cultural background. Team Members were invited to share their cultural experiences with fellow Team Members and many also participated by wearing a sports jersey to signify their heritage.

The New South Wales branch celebrated Harmony Day through a variety of Thai meals, and even included their local courier driver to join their Harmony Day celebrations.

Approximately 15 fellow Team Members at Eagle Farm kindly volunteered to cook and share a meal of cultural significance. "It was great to see how people came together to "taste" the different countries. Sharing a meal is the best way to get to know each other better", describes Louise Dunleavy, Project Leader Remuneration and Benefits the experience.

These recipes are currently being collected and collated into a Cranes Taste of Harmony Cookbook, which will be available for all Team Members.

We also had a number of Team Members who decorated the offices with Harmony Day artwork coloured in by their children.



Louise Dunleavy serving up some delicious Irish Stew from her native Ireland



Slow cooked Mexican Pulled Pork tacos



Benjamin Pipe, Purchasing Manager, trying something different as served up by Brian Franke, Purchasing Officer



A few of the Cranes Australia team trying to decide what to eat with too many options to pick from!

DIVERSITY IN MONTCEAU



Every year, Terex Cranes France strives to fully live up to its role as a corporate citizen, aiming at conveying values such as diversity and integration in all of its activities. In Montceau-les-Mines, as well as in the region of Burgundy, and in France at large, this is a daily task for Terex. It is performed thanks to the close collaboration that we have set up with local partners. Terex works with employment agencies to fight job insecurity, along with educational institutions, institutions hosting people with disabilities, and associations, in order to promote women's employment in the industry.



To do so, we rely on the active participation of the committed teams comprising Terex employees who are convinced that they share a key role therein. Having taken part in the Technifemmes Forum on March 21, 2014, Sophie Di Bez, technician at the Process Planning department, says she would like to enable women to discover metalworking jobs: "In these trades, a great deal of the jobs are held by men; it gives me pleasure to share my experience, and tell women about my career development at Terex. I give them hope and ideas for careers, and I find this quite satisfying".

Frontline supervisor Christian Soret shares his knowledge and expertise of our products. He takes his students on a tour of the workshop, showing them the Terex group and its different trades. Students are always impressed by the size of the cranes and reachstackers.

The Human Resources department also takes part every year in forums, such as the latest Forum on Industry, which helps job seekers improve their job search techniques.

Such forums constitute an opportunity for us to deal with key Terex issues such as diversity or disability. Thanks to our strong commitment in combination with our collaborators, Terex enjoys the reputation of a corporate citizen that you can truly rely on.



RON DEFEO'S VISIT TO ZWEIBRÜCKEN



WOMAN@TEREX: IMPORTANT FOR BUSINESS SUCCESS

Ron DeFeo also clearly set out his position on the subject of women at Terex: they are indispensable for the success of the company. On the second day of his visit, he invited some 15 female team members to a dinner with managers from the Zweibrücken sites to lend weight to the importance of this subject. He acknowledged that there are already many women represented in Human Resources, Legal and Finance departments; some in management positions. However, there were still shortcomings in Production and Engineering. It was important to figure out where barriers existed and how they could be removed. This was a job for management. Overall, it was important to make the working environment in the teams and departments welcoming to women. Correspondingly he stated: "This task is a priority at Terex. We have to improve our diversity and that includes, above all, boosting the number of women in all sections of our company."

Ron DeFeo, the Chairman and CEO of Terex, paid a two-day visit to our Zweibrücken sites in May. He took advantage of the opportunity to arrange a number of one-to-one conversations – both with managers and with team members.

Ron DeFeo is known for two things: he is a good listener and also a fan of plain-speaking. The Terex boss is interested in finding out where his team members' „shoes pinch“, yet is also straightforward when it comes to expressing his expectations. During his visit to Zweibrücken he wanted to know what initiatives we are taking and what efforts we are making to improve the development of our business. He was accompanied by Kevin Bradley, Chief Financial Officer, Kevin Barr, Senior Vice President, Human Resources, Tim Ford, President of Terex Cranes, and by Eileen Mulry, Vice President, Terex Cranes Human Resources.

A FOCUS ON SERVICE

During his two-day stay, Ron DeFeo visited different departments and had particular interest in the Service department. That was not surprising, as Ron DeFeo had declared 2014 as the ‚Year of the Service Technician‘, after all. In the Service department he asked our Customer Support colleagues to explain in detail how they maintain relationships with customers.

Martin Stiffel and Jens Roettger, who work for the German Service department, demonstrated the equipment our Service Technicians use on site on a real service vehicle to the Terex Chairman and CEO: they showed him their tools, diagnostic equipment and personal protective equipment and presented an online training tool for safety training.

During the visit, the Chairman and CEO brought both personal and business issues „to the table“. While the Service Technicians openly discussed the problems they face in their work and explained where they perceive opportunities for improvement, Ron DeFeo pointed out how important it is that our service staff forward „unfiltered“ feedback from the market to management. After all, nobody is as close to customers as these team members.

MEETING WITH THE WORKS COUNCIL

Ron DeFeo also met with representatives of the Works Council. Their discussion was marked by a great spirit of openness. Both sides were in agreement that our sites possessed highly qualified staff, great products and a great deal of technical expertise, however, both sides also talked openly about their dissatisfaction with the current situation and agreed on the fact that our business was not as it should be and that this would have to change quickly.

The management team explained the tasks for which it has responsibility to improve the company's results. Some of these action plans were discussed in depth. However, the management team also discussed the fact that every individual in our organization needs to contribute to these improvement processes by sharing good ideas throughout the organization, achieving increased productivity and reducing costs. Only by working in partnership we will be able to produce the right products at the right price at the right time – cleverly, more reliably and faster.





1,000,000

NEXT STOP, 2 YEARS WITHOUT AN LTI!

The Terex Cranes North American team is challenging the perception of advanced heavy manufacturing being synonymous with dangerous, injury-plagued workplace by surpassing the 1,000,000 man-hour mark on March 31, 2014. The Waverly Operations is looking forward, circling to the second week in June, to record our one-millionth man-hour worked without a lost time accident.

Our number one goal is to establish a strong safety culture with all team members and shareholders, from the newest intern to the Vice President, making safety the primary responsibility. This becomes more evident as leadership offers organizational and motivational resources supporting the means team members use to define their personal commitment to safety and health.

Team member involvement and genuine concern for fellow workers are keys to successful safety programs. We emphasize current strategies and procedures to guide each and every team member to an interdependently accountable state. Waverly's near-miss reporting and team member accountability efforts have proven effective. We require all team members to file 'near miss' reports if they notice something is awry. For example, if someone notices a slip hazard, that team member is responsible for correcting the issue and notifying his or her direct report of what transpired. This information goes to the Safety SWAT Team, comprised of Group Leaders, Managers and MEs, who review incidents reports, analyze data and determine how to implement corrective actions preventing potential problems in the future. The combined team member and management approach clearly is working. Our near miss reporting total at the end of April is two less than the total reported during the 2013 calendar year. Our efforts show our dedication to continuously improving our work environment.



Safety Excellence achievement success occurs through the determination of the team, not individual efforts. Terex Cranes North America works diligently, not only to achieve 1,000,000 man-hours, but also, to keep it going in the future. The charge forward is threefold: 1). sustain this great safety track record, 2) maintain focus on the daily activities that led to LTI free operations and product support work in the field and 3) support our assembly experts and Field Service Representatives to continuously identify areas for further improvement. The achievement demonstrates our mettle in the midst of substantial challenges. We are extremely passionate about safety at Terex Cranes North America. It shows in how we coach this culture among our team members and invest more than ever in facility upgrades or integrity programs aiming to optimize operational performance and sustainable growth.

Next stop, 2 years without an LTI!

EN13000 AMENDMENT

EN13000 – THE EUROPEAN PRODUCT STANDARD FOR MOBILE CRANES

EN13000, the European product standard for mobile cranes, is set to be amended. The update will be published in the second half of 2014. Terex Cranes is taking a leading role in developing the revised document which first became effective as a harmonised standard in May 2010. Director of Product Strategy, Klaus Meissner, is convener of the committee undertaking the work, assisted by Product Safety Manager, Vincent Stenger.

From May 1, 2010 the existing standard removed the risk of the operator activating the override of the RCL (Rated Capacity Limiter) directly from the operator's seat - a dangerous practice that had previously contributed to a series of accidents. With the introduction of the harmonised standard, accidents of this type became a thing of the past on all new cranes which then had to comply with the changed requirements.

The aim now is to further develop EN13000 with a view to guarding against other potentially hazardous situations. The amendments will add a requirement for monitoring the horizontal deployment of outriggers, together with the need for additional information in the operator's manual relating to the impact of wind on the crane and its respective load.

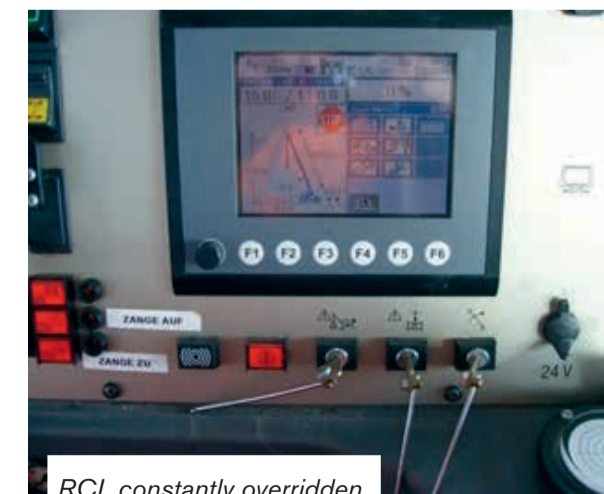
According to certain health and safety organisations, a number of mobile crane accidents have historically been caused due to the configuration of the outriggers not corresponding to the configuration specified in the system and relevant load chart. Significantly, incidents of this type are now considered examples of 'foreseeable misuse' in the latest version of the Machinery Directive 2006/42/CE.

As a first step it has been agreed to introduce a requirement to monitor outrigger extensions along with automatic verification when the actual position corresponds with the selected outrigger base. If both positions do not agree - and unless the operator acknowledges the fact - it will no longer be possible to switch from the configuration mode to the crane operation mode.

In a later revision of the EN13000, the ultimate goal is one of full integration of outrigger monitoring in the RCL system, including the management of non-symmetrical outrigger bases.

With regard to the effect of wind, the committee has agreed to include detailed information explaining the impact of wind speed, sail area and load weight. A simplified flowchart has been introduced for use in manuals to enable operators to establish the allowable wind speed for their specific job.

The information extends to the impact of wind speeds during the rigging, de-rigging and parking phases. This useful information about the influence of wind was originally developed by the European Manufacturers and published as an FEM guideline (FEM 5.016) in 2012.



RCL constantly overridden



Creative solution for override





PLAYMAKER

THE 2014 WORLD CUP: TEREX CRANES BECOMES A PLAYMAKER IN BRAZIL

„Juntos num só ritmo“ – All in one rhythm. That's the official slogan for the 2014 World Cup, which is about to take place in Brazil. And the message couldn't be any more vibrant, with players and fans looking forward to a flamboyant, lively party fueled by Brazilian exuberance in some of the world's most extraordinary stadiums. What some people may not be aware of, however, is that Terex Cranes was part of the team that got these architecturally impressive arenas up and going. In fact, our cranes played a vital part in ensuring that the stadiums in Brasília and Manaus would be ready on time for the World Cup.

Terex team at the top of its game in Manaus

The city of Manaus is located smack in the middle of the Amazon rainforest, a perfectly exotic locale for four World Cup games and one of the world's most beautiful stadiums – the “Arená da Amazônia.” It took three companies – Andrade Gutierrez, Entec, and Tomiasi –, their know-how, and their Terex machines to build the 45,000-seat colossus, with the companies bringing all kinds of players to the field: Terex tower cranes, crawler cranes, all-terrain cranes, rough-terrain cranes, truck cranes, and Genie aerial work platforms. In short, virtually every player in the Terex lineup was called into camp in Manaus to build the stadium.

Green games in Brazil

But things went beyond just building an impressive structure. One of the big goals of this World Cup was to incorporate sustainability into every aspect of the event and its preparations, which was why the stadium was built with energy efficiency and environmental friendliness in mind: For example, the project started with the old Vivaldão stadium being torn down. But instead of simply replacing everything, the old field's grass was carefully removed and stored so that it would be possible to reuse it, and many other materials and items were also reused when building the new venue.

Supporting structures and foundations weighing up to 32 tonnes were laid in order to set up the new stadium's basic structure, with two Terex SK 575-32 hammer-head tower cranes with heights of 52 and 60 meters taking care of the job. The cranes were placed on rail-mounted undercarriages, with the corresponding rail tracks having a length of over 100 meters. “We used these cranes to lift hundreds of precast components just to build the seating rows,” says Thiago Bezerra, who works as a construction and equipment engineer at Andrade Gutierrez S.A.

Terex Cranes wins with a solid score of 8 - 3

Once the stadium's basic structure had been built, the team in charge of the project used Terex AC 200-1 and AC 350/6 all-terrain cranes and an RT 230 rough-terrain crane, all provided by crane rental company Entec Longhi S.A., to handle the lifts that followed. From moving heavy steel components to positioning precast concrete structures at difficult-to-reach areas, the cranes took care of a wide range of tasks. “The cranes easily handled most of the lifting work at the stadium, although we did have to add a T 780 to the roster in order to have sufficient capacity to meet our deadlines,” reports Reinaldo Longhi, Entec's Operational Director. “Eight of the eleven cranes we used at the work site were Terex models, and I was positively impressed with their incredible reliability,” adds Andrade Gutierrez's Bezerra.

After all the groundwork was laid, the Genie products came in as reinforcements, with Genie GS 2646 electric scissor lifts used to install and set up smaller equipment.

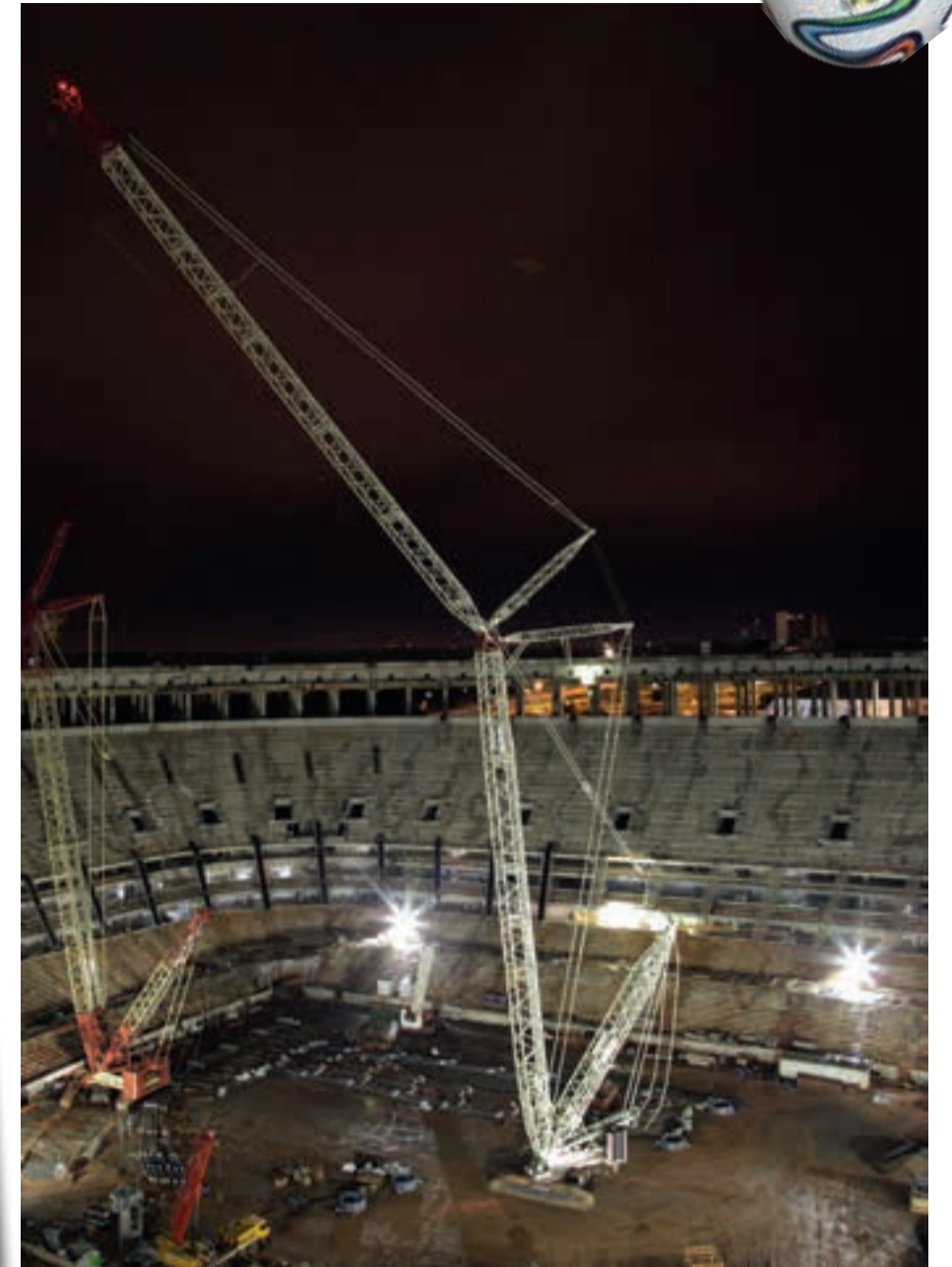
The grand finale and its crowning achievement: the roof

Without a doubt, it is the roof that truly gives the stadium its unmistakable flair: It is a lattice structure made up of mutually supporting cantilevers, featuring hollow structural steel sections that also serve as gutters, perfect for the area's high precipitation levels. In fact, the cantilever roof structure is made up of more than 200 steel elements with a total weight of 6,670 tonnes, with the biggest ones measuring 22 meters in length and weighing 30 tonnes. But, even more importantly, the design is symbolic of the Amazon region, as it emulates the traditional straw baskets made there.

Interestingly enough, the roof structure's components started their long journey in Portugal, 7,000 km away. From there, they were shipped directly to the Port of Manaus, where a Terex TFC 45 reach stacker was used to transfer them to a series of semis. Then, after being delivered to the work site, they were put together into sub-assemblies with Terex all-terrain cranes so that a Terex CC 2400-1 crawler crane would then be able to position them. Once in position, the construction workers at the site welded the elements in place using Genie Z80/60 articulating booms. And it was the perfect coordination and sophisticated plays of this Terex lineup that enabled the companies in charge to complete the stadium right on time for the first kick-off in Manaus, where England and Italy will be squaring off against each other on June 14.

Fair Play for the Environment

When rebuilding the stadium in Brasília, the people in charge made sure to pay special attention to ensuring that everything would be done in an environmentally friendly manner. For example, the seats were made of recycled plastic bottles, and, since 81 trees had to be cut down for the construction work, the responsible construction company donated 5,000 seedlings to the city's local government. The undisputed highlight of all these sustainability efforts, however, was the stadium's roof, which has integrated solar cells that generate up to 2.5 megawatts of power every day and make the venue a self-sustaining building.



Terex CC 2800-1 in Tip-Top Shape

Not to be left behind, our Terex CC 2800-1 crawler crane also delivered a performance worthy of a world champion at the Mané Garrincha stadium in Brazil's capital, Brasília. The stadium was rebuilt for the World Cup, with one of the objectives being to increase its capacity from 41,000 to 70,000 spectators and make it the second largest in the country. And with everything that was at stake, it's no surprise that crane company Transdata decided on the Terex CC 2800-1.

The crane was used to help build the stadium's roof, which is made up of concentric steel cable rings that are kept under tension by bearing elements at the stadium's sides. Meanwhile, the actual roofing system is made up of a canvas membrane with integrated solar cells that cover the venue's entire power requirements. To help build this state-of-the-art system, one of the tasks that the CC 2800-1 crawler crane was used for was lifting 29-tonne steel cable segments and placing them in the corresponding tensioning fixtures, with the machine staying in the game for five months at the site in order to finish its work.

Transdata's Lifting Manager, Gilvanir Fidencio, explains why the company decided to use the Terex CC 2800-1: “This important project required not only an extremely powerful crane, but also one that would stand out because of its high maneuverability, versatility, and reliability.” And with those requirements, it was no surprise that the CC 2800-1 crane was able to easily qualify for the World Cup.



WHERE IN THE WORLD?



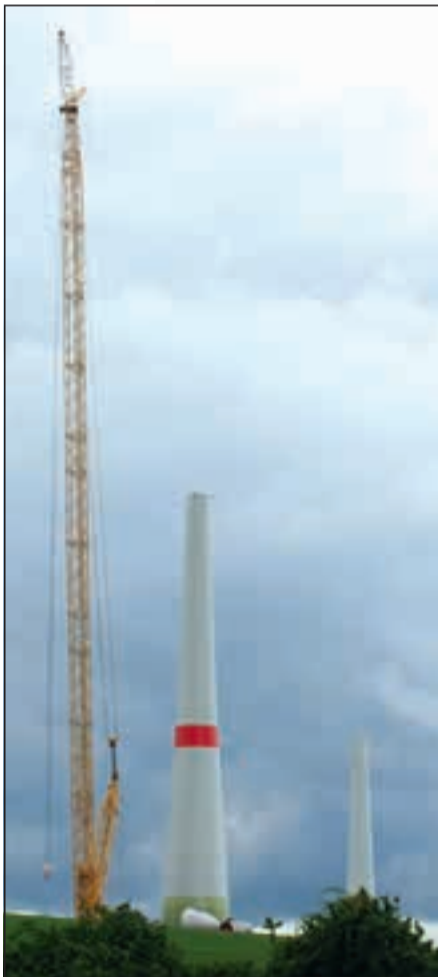
Marc Herda, Kassel, Germany

Marc Herda, Junior Manager Controlling in Zweibrücken spotted this CTT 161-8 flat top tower crane in Kassel, Germany. The crane helps building a new museum dedicated to the Brothers Grimm.



Bryce Meier, Waverly, USA

Sales associate Bryce Meier from Waverly used a job site visit to take a picture of this RT 670-1 rough terrain crane in Iowa, USA.



Uwe Wolf, Zweibrücken, Germany

A TC 2800-1 lattice boom truck crane erecting a wind turbine in rural Rhineland-Palatinate in Germany, not far from the Zweibrücken facility, where these cranes are built. Uwe Wolf, who works at final acceptance in Zweibrücken, took this impressive picture.

If you would like to submit a photo for the "Where in the World?" section, simply email your original high-resolution photos (min. 300 dpi / .jpg or .tif format) with any Terex Cranes equipment and a brief description to hooked@terex.com. Please remember to turn off the time stamp on the camera. All pictures released in HOOKED will be awarded a prize.

THANK YOU AND KEEP SNAPPING!

**Send us
your pictures!**



WORKS FOR YOU.