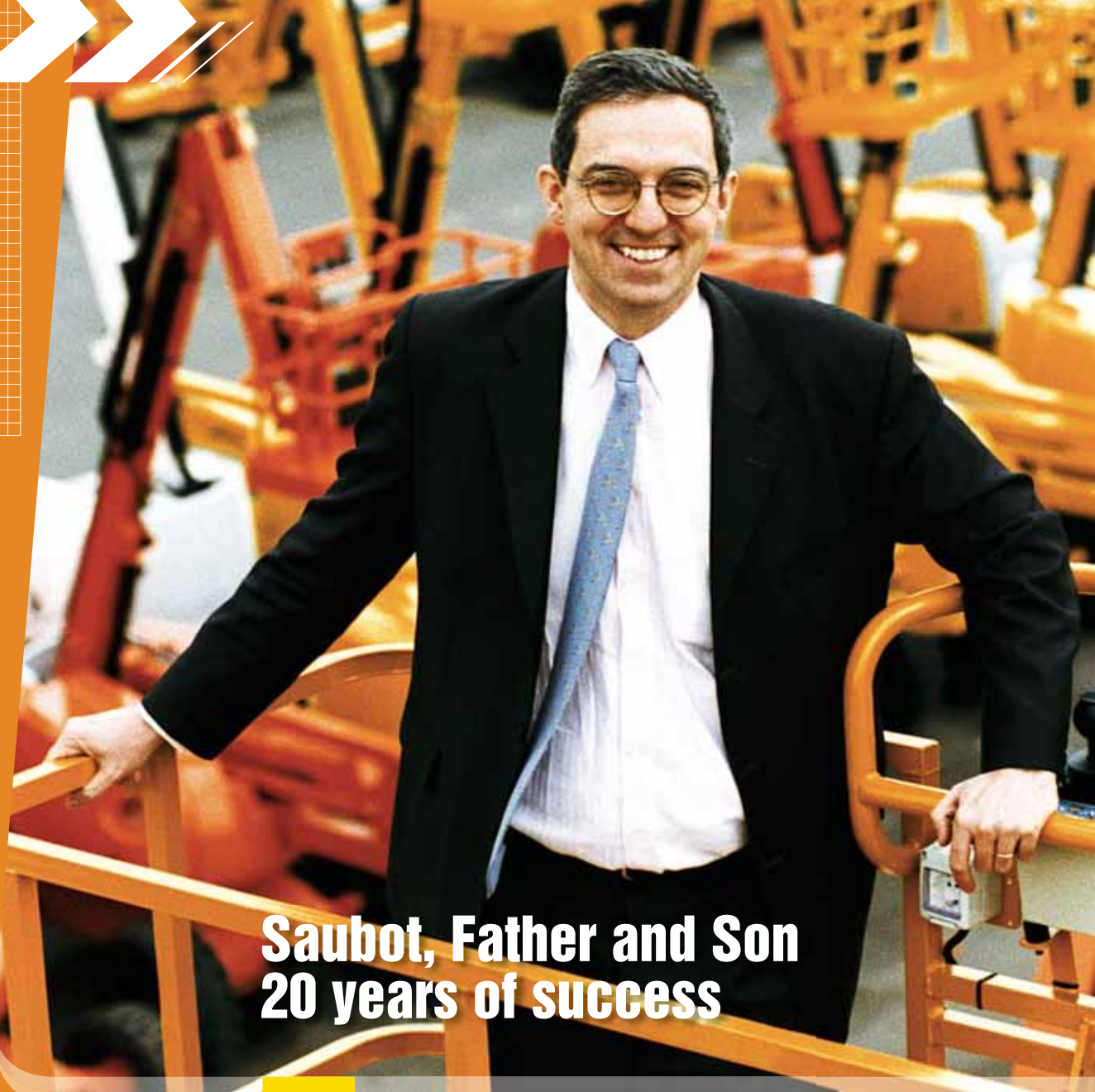


# Haulotte<sup>time</sup> MAGAZINE

JULY 2005



## Saubot, Father and Son 20 years of success



**A transfer of power within the Haulotte Group. From Pierre to Alexandre, management maintains its course: Straight to growth.**



## DAKAR 2005

At Haulotte, the major challenges are what brings us up

Those that thought they'd seen an aerial platform in the African desert in January weren't dreaming: It wasn't one of those famous mirages brought on by the dunes but vehicle n° 458 carrying the company colors of Haulotte. It was the first time participating and with a noteworthy team which included the Spaniard, Miguel

Prieto at the wheel, one of the most outstanding drivers of the circuit who came in 2nd place in Dakar 1999.

After achieving 4 promising stages (going from 107th to the 63rd place), the vehicle was obliged to abandon the race due to mechanical problems during the 5th Agadir-Smara stage.

Participating at Dakar is not just an adventure for Haulotte. It's about making an effort, being resolved and being competitive, values on which the company's development has been built.

These values are the product of hard work, passion and innovation for the benefit of the customer:



Every new outcome is the result of wanting to answer to customer expectations for better safety, comfort and performance.

**Haulotte, building bold innovations to improve performance**

## ASIA

Aerial Platforms in Bangladesh

After having supplied the Ministry of Finance and a military air base in Bangladesh (two Compact 10, Compact 27-47 E\* scissors were delivered), the Chittatong Port Authority, located at the mouth of the Gulf of Bengal, has once again placed its trust in the Haulotte Group. The CPA, the country's only sea port managed by the Ministry of Defense, ordered in 2003 a first HA 16 PX, HA 46 JRT\* articulated platform for the maintenance of workshops. A conclusive trial despite difficult climatic conditions (salty air, average temperature of 40°C - 104°F\*, 200% humidity half of the year)



that resulted in the recent purchase of an HA 26 PX, HA 80 JRT\*. This diesel articulated platform will be used for the maintenance of mobile gantry cranes.

## USA

Open House and Baseball

Clients and distributors of the U.S. Haulotte subsidiary won't forget any time soon the "Open House" days organized on April 20 and 21 in Hanover (Maryland, USA).

In addition to attending demonstrations of new platform models (HA 32 PX, HA 100 JRT\*, Star 6, Star 13\* etc.) guests were invited to see the 2004 World Series championship baseball games in Baltimore. The world champions, The Boston Red Sox crushed the Baltimore Orioles 8 to 1 much to the pleasure of the numerous clients who came from Boston.



## ORGANIZATION New Management Committee

Since Pierre Saubot left his son Alexandre at the helm of the Haulotte Group at the beginning of this year (see pages 4-5), a few adjustments have been made at the head of the company. The Management Committee which is now made up of 8 people is announcing the arrival of Segundo Fernandez as the Group Sales Director, replacing Yves Boucly who has retired. Philippe Noblet is the appointed company Administrator (in addition to being the Director of Human Relations).



(from left to right):

**Philippe NOBLET** Administrator - **Patrick POUILLAIN** Director of Group Information Systems  
**Bernard POINTET** Director of Group Rentals - **Segundo FERNÁNDEZ** Group Sales Director  
**Jacques BENOIT** Group Management Control Director - **Alexandre SAUBOT** Delegated Managing Director  
**José MONFRONT** Group Industrial Manufacturing Director - **Daniel DAMART** France Sales Director



# Haulotte: "A group that's on the rise"

SEGUNDO FERNÁNDEZ Group Sales Director

## Reaction

In the years following 2002 we were reminded that nothing is won in advance. And so much the better. It's when one is faced with a market crisis that a leader shows an ability to react. Knowing how to take risks, be innovative, and anticipate expectations: Haulotte has been able to overcome new challenges thanks to the confidence given by its customers. Let us thank them all here for imposing their expectations, a driving force that has allowed us to move forward.

## Progress

It has been shown that launching new products pushes Haulotte in the right direction. The success noted at the Conexpo trade show in Las Vegas (see page 8) proves this. With a stimulating American market and a budding world-wide economic recovery, 2005 looks to be a big year for Haulotte. Already 3,000 machines have been sold in three months. Haulotte, however, will not let itself get carried away. It is not in the nature of the company.

In addition to product innovation, we are working on launching and reinforcing our sales structures. We are steering towards South America with new installations in Argentina and Chile and very recently

towards Russia with the creation of the subsidiary Haulotte Vostok. All this to be closer to our customers and to continue to develop the level of service that is due to them.

## Satisfaction

It's with certainty that in this area of service Haulotte is committed to making a difference. The impetus was given with the complete reorganization of our Customer Service department.

The expansion of our range of services which is now standardized throughout all our subsidiaries (see page 7) marks a new stage in our customer relations. Good business always relies on winning relationships: It's this approach that we would like to translate in following our customers closely. In true partnership. For satisfied customers.

## Information

A final word to welcome the publication of HaulotteTime. The purpose of this new magazine distributed all over the world is to keep you better informed of the activities of the Haulotte Group.

It will be released on a quarterly basis to help solidify the spirit of partnership that I spoke of. More than ever, Haulotte and its teams are at your service.

*To always have more clients, more good clients, in other words, satisfied clients: This is the legitimate ambition of any successful business. Today, Haulotte has subscribed to this conquering dynamic.*

## Haulotte Ibérica : GLIMPSE OF AN EXCEPTIONAL ASCENT!

Created in 2000 by Segundo Fernández, Haulotte Ibérica, a subsidiary of the Haulotte Group, has greatly contributed to the sales development of the Group by distributing Haulotte equipment in Spain and Portugal. Having started up with a small team of 4 persons, Haulotte Ibérica is now made up of 70 collaborators.

*Can it be said that Haulotte Ibérica represents a model of development on a sales level for the Haulotte Group?*

**Segundo Fernández.** Since its creation, the main mission of Haulotte Iberica was to establish a long term relationship with its customers based on the excellent quality of after-sales support services and expert consultations. As such, it offers today sales



and technical support services through 5 subsidiaries spread out among the strategic points of the Iberian peninsula.

*What were your objectives when you created this subsidiary company?*

**S.F.** Thanks to the close relationship we have with our customers and to all my team's efforts to provide excellent services, Haulotte Iberica has obtained its objective: To be N°1 in the Spanish market. Of course, this position of leadership does not end here and must continue to last. I would like to acknowledge the work that has been accomplished and thank the entire team of Haulotte Iberica for their achievements and point out the numerous challenges to come.

S a u b o t :

# the Haulotte generation



From Pierre to Alexandre Saubot, father to son, the Haulotte Group, whose headquarters are based in L'Horme (42- Loire, France), has continued to grow over a period of 20 years. The 3rd worldwide manufacturer of aerial platforms continues to pursue its development strategy on strong lines: To always perform better in the delivery of services.

Their story could be seen to resemble a dynasty of the Saubot family. But the takeover from the Creusot-Loire steelworks in 1985 by the father, Pierre Saubot of the two companies Pinguely and Haulotte hardly concerned his son Alexandre until 1999.

Having other ambitions at the time, Alexandre chose to follow his own path at first in the top government ranks in Paris (France) within ministerial offices before being sidetracked to business.

It was then, at 34 years of age, that Alexandre joined general management of what had become the Haulotte Group, and was assigned to finance. Five years later (Fall 2004), Alexandre Saubot became the Chief Operating Officer in charge of company operations. Pierre Saubot remains as CEO and continues to be very involved in the strategic choices and as an official representative of the Group required for both European and international proceedings.

Changing while maintaining tradition: The Haulotte Group, 3rd worldwide manufacturer of aerial work platforms, continues to move forward with the continued ambition to develop its markets on a worldwide scale.

Let us pay tribute here to the Founding President Pierre Saubot, for the spectacular accomplishments made from a modest industrial enterprise in a small town to an internationally renowned group present in the five continents of the world, for his driven energy and especially for the jobs created and multiplied by 20 over 20 years.

It was in **1985** that in taking over the Pinguely and Haulotte companies, Pierre Saubot started to take interest in the aerial platforms market. Ten years later the two companies merged and the risks of strategic streamlining paid off with the Group becoming a leader in this specialized market.

At that moment, in 1995, the market for aerial platforms experienced a strong growth in the United States but was still just beginning to develop in Europe.





Pierre Saubot, CEO of the Group



Alexandre Saubot, Chief Operating Officer

**1998:** The Group is entered on the Stock Market in order to accelerate its international development.

Haulotte Group gains visibility and becomes known: Many advantages at the moment when the European market for aerial platforms experiences a big boom.

**September 2001 :** over-investment during the 1990's sets off a deep crisis in the sector that will last three years. The market shrinks by two thirds. Haulotte reacts and adapts by optimizing production costs, reorganizing itself, and focusing its efforts on innovation. Three years of self-examination that bears its fruit today now that it is time to bounce back.

**2003 :** independent of the crisis in the sector, Haulotte makes the decision to increase its efforts in the area of services and among other things proceeds to acquire two rental companies (LEV in November 2003 and UK Platforms in February 2004). At the same time, the Group begins product diversification towards material lifting equipment.

**2004 : The results develop again**  
*"We are reaping the benefits of our efforts. Our success relies on experience and a modest approach, analyzes Alexandre Saubot. To build means learning every day. Our fundamental practices are sound as the 2004 results testify.*

*With its new products, its quality procedures tested, Haulotte must solidify its positive outlook for development on an international level in particular. Our margin of progress in our services is great. Looking far ahead in a controlled manner, means optimizing long-lasting growth which is associated with volume and profitability. I hope that Haulotte is able to offer its customers the best services".*

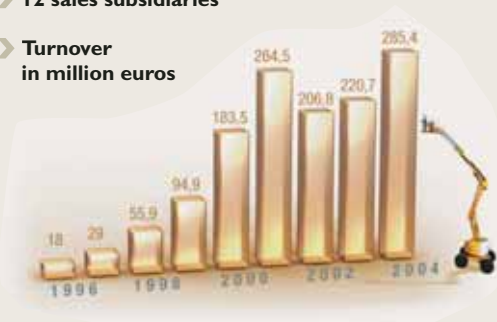
And looking ahead to this horizon, Alexandre Saubot predicts "a bigger, better and stronger Haulotte", worthy of the markets that today are at the center of attention: Western Europe and North America of course, but also Eastern Europe, Asia and South America.

Being optimistic without being smug. Thereby from Pierre to Alexandre, Haulotte is cultivating the values that have made the Group successful: Innovation, determination, and passion. Today, the company knows that it can count on its customer sense and on continually improving its reactivity and productivity to obtain the position which leads to becoming N° 2.

Two decades of climbing brings the two generations closer to the summit.

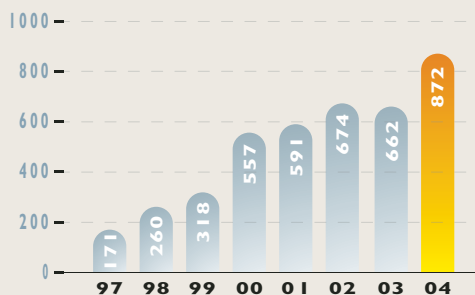
## THE HAULOTTE GROUP KEY FIGURES

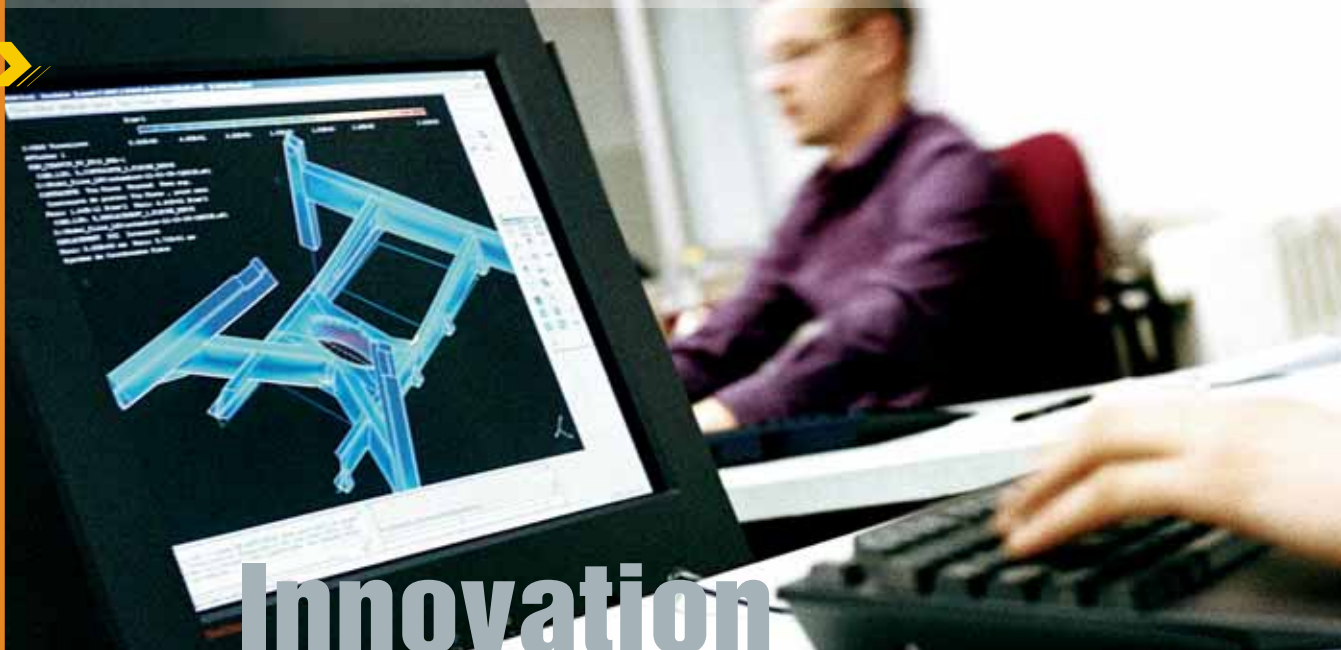
- › N° 1 in Europe
- › N° 3 worldwide
- › 85% of the turnover achieved is from outside of France
- › 4 ranges of products: More than 45 models
- › 4 production factories
- › 12 sales subsidiaries
- › Turnover in million euros



- › Almost one thousand employees across the five continents

Employment development of the Group





# Innovation

## as the driving force of research



**World premiere:** The Haulotte Group will introduce this September at the APEX trade show (Maastricht, The Netherlands\*) several new models. An opportunity to get an overview from Salah Beji, the Director of R&D and Product Marketing, on the "made in Haulotte" innovation.

**You are planning to introduce to the world for the first time several new models in the Fall. How do you go about developing new machines?**

**Salah Beji.** The successful development of the Group is due in part to our capacity for innovation. We mobilize our teams to anticipate and implement solutions that meet our client expectations. Today, in our market, product life spans barely exceed 10 years. This is the result of regulations that evolve constantly in order to guarantee greater safety to the users and to answer customer needs which are breaking into segments more and more. As a result, we must be in touch with the field as much as possible in order to anticipate the needs and to suggest even more innovative solutions.

**How do you anticipate the needs of the client?**

**S.B.** Our R&D department works with a marketing department that in addition to helping our sales force in selling our products, helps us to identify customer needs and assists us with the process of designing new

models from start to finish. In addition, our rental networks which maintain direct contact with the final users help us to constantly measure their rate of satisfaction with respect to both our range of products and the others that exist on the market.

**What edge does the Haulotte Group have with respect to innovation?**

**S.B.** We have a large R&D budget at our disposal which amounts to about 3% of our turnover. Otherwise, our main edge resides with the high quality of our teams. Our Group is made up of 70 engineers and technicians with a profound experience in lifting equipment for people and materials. Our constant challenge is to design several products a year that are truly innovative. These challenges allow us to maintain our leading position and to increase our competitiveness.

\*The Apex Trade Show in Maastricht, The Netherlands from September 22-24, 2005.



In anticipation of the Apex trade show where several models will be launched, Haulotte presents its new range of rough terrain scissors  
**H 12/15/18 SXL,**  
**HS 33/43/5388 XL\*.**

The Haulotte Group is offering a new range of diesel scissors "SXL" series :

- H 12 SXL, HS 3388 XL\*** - 12 m working height - 33 ft platform height
- H 15 SXL, HS 4388 XL\*** - 15 m working height - 43 ft platform height
- H 18 SXL, HS 5388 XL\*** - 18 m working height - 53 ft platform height

These new rough terrain diesel scissors have many advantages:

- a large working platform: 7,30 m x 1,90m (24 ft x 6 ft 2in) platform size (with a double extension), a platform capacity of up to 700 kg (1,545 lb) without load restrictions on the extensions
- a significant driveability due to its 4 wheel drive and the hydraulic differential lock
- and greater safety with its centralised levelling outriggers



**Come one come all and visit our booth during the APEX trade show (Maastricht, Holland) from September 22 to 24, 2005 and discover all the new Haulotte products.**

# After-sales Support Services Customer Service: Going up market

For the last few months, the Haulotte Group has completely revised its Customer Service. Besides completely expanding the range of services, the services have been standardized in each subsidiary. A new dimension of customer relations is emerging on a worldwide scale.



Today, the Customer Service Teams see Planet Haulotte from a new "full service" angle. "Our growth has led us to reformulate our concept of 'Customer Service' from the simple notion of guarantees to one of continually following-up on needs", explains Patrice Métairie, Director of Customer Service.

## Key figures

- **32,000 spare** parts under reference
- **4 months of stock** available at all times for a large number of referenced items
- **Delivery of parts within 24 hours** anywhere in the world
- **More than 100 technicians** available to provide permanent and qualified technical support over the five continents of the world

This is how Haulotte "Customer Service" has developed its provision of service on all levels of maintenance and the value-added use of materials. An enormous project which by making use of the geographic proximity and reactivity, has made it easier to come up with specific solutions. "The challenge is one of size, states Patrice Métairie, but our services meet the risks in the context of international competition. In addition to the relevancy of the innovation, it makes up one of the differentiating and client maintaining elements". We meet the mark of providing high-class services, attending to a range of expectations from a legitimately demanding clientele. Let us consider first of all the equipment. A Haulotte product must remain constantly operational. The Spare Parts Service delivers within 24 hours following the order and to anywhere in the world and the

parts are manufacturer guaranteed with a warranty (from worn out parts to consumable goods such as lubricating oils to work clothes). For efficient use, **maintenance of the machine** is an absolute must (obligatory overhauls, oil changes, verification of worn out parts, etc.). This technical support falls under the responsibility of Haulotte technicians based throughout the world.

They are the ones who carry out the **regulatory visits** and who deliver the periodic aptitude certificates for the aerial platforms (in accordance with the regulatory requirements for each country).

In addition, in the second line of Customer Service, an emphasis is placed on training the staff of our client companies.

The program includes: A range of **training sessions formation** with respect to the repair and maintenance of the equipment; A preparatory training course for the purpose of obtaining driving licenses (for aerial platforms).

The "Full Service" also includes technical support by telephone. In each country, a simple phone call is all that is needed to contact the local Haulotte Customer Service department. The response is immediate.

*"This approach of listening to the customer is a winning one, concludes Patrice Métairie.*

*Fully backing up our commitments reinforces our professional image while the analysis of requests allows us to pursue the growth of our services with respect to the actual needs".*

## Trade Shows

# An overview of some of the Haulotte booths

During 2005 first half-year, the Haulotte Group participated in a dozen or so trade shows. These meetings provide an opportunity to greet customers and to show the new Group products.



### SMOPYC in Saragossa (Spain) From the 1st to the 5th of March, 2005

The Haulotte Group presented its latest models: The FH 14-42, FH 92-47\*, and FH 17-40, FH 88-56\*, telehandlers, the Compact RTE Rough Terrain Electric scissors, the Star 6, Star 13\*, vertical mast and the new GHA 16-22, GHA 51-49\*, self-propelled crane. The main attraction at the booth was the Dakar car (see page 2).

**Intermat - Paris (France):  
Already 2006!**

The 2006 edition of the Intermat trade show will take place from April 24-29, 2006 in Paris. This trade show is a world showcase for the construction machinery industry and involves exhibitors and visitors from 120 countries. With the latest innovations in equipment and techniques for public works, and for the building and construction materials industry, Haulotte is due to hold its own within the 2006 section of new products. So be patient and we'll see you at our booth!

**Plan your schedules  
and reserve ahead of time for the  
2006 Intermat dates,  
the biggest gathering next year.**

### GTT in Moscow (Russia) From May 31 to June 4, 2005

This was the first time Haulotte has taken part in this trade show. It was an opportunity to introduce **Haulotte Vostok**, a new subsidiary, which had just been created. Just as with the other Group subsidiaries, Haulotte Vostok offers a complete range of aerial platforms for people and material lifting equipment. This new subsidiary will allow the Haulotte Group to listen better to its customers in this market and to optimize the service of close relations that the Group intends to greatly develop.



### CONEXPO In Las Vegas - USA from March 15-19, 2005

New models for the North American market were presented:  
- The articulated HA 32 PX, HA 100 JRT\*, diesel platform,  
- The new Star 6, STAR 13\*, and the FH 14-35, FH 77-46\* telehandler.



HaulotteTime is a publication of the Pinguely-Haulotte, SA Group with a capital of 4 439 416,8 € - RCS Saint-Etienne B 332 822 485 France  
Director of Publications: Alexandre Saubot - Redaction: Isabelle Laplume - Tel: +33 (0)4 77 29 24 24 - Fax: +33 (0)4 77 29 43 95 - email: ilaplume@haulotte.com  
ISSN in progress. Legal deposit upon publication - Haulotte Time has editions available in French, English, Spanish, German, Italian. Circulation: 8.800 copies.  
Designed and produced: double impact - Non-contractual document. All rights reserved.

\*American names

