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KÄSSBOHRER AT CTT'2014

KÄSSBOHRER ACCELERATING ITS GROWTH IN RUSSIA

Kässbohrer has taken its place at Russia's most important construction equipment and technologies show CTT'2014 in Moscow, during June 3-7.

As an only European manufacturer with a production facility in Russia, Kässbohrer presented for the first time to global market, newly developed tipper semi-trailer, K.SKS and leading extendable low-bed semi-trailer with 5 axles, K.SLA 5 at its stand.

On the opening day, Kässbohrer held a press conference and welcomed its customers and dealers in its stand with the opening cocktail.

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By the end of 2015 Kässbohrer will invest 500 million Rubles in total

During the press conference in CTT fair stand of Kässbohrer, President Çetin Nuhoglu emphasized the importance of Russian market in Kässbohrer's long-term growth strategy. Mr. Nuhoglu stated: "We have started our investments in Russia in 2009 and we have invested 220 million Rubles so far. In align with our 2018 strategic targets, reaching 20.000 units of production globally; we will reach 500 million Rubles worth total investment by the end of 2015. Today, Kässbohrer's Yasnogorsk Facility has reached 43.000 m² total production area, including main spare parts distribution and service facility, as well."

In addition, Mr. Nuhoglu stated: "I have been working in the trailer industry for 37 years and I only focused to engineer the right transportation solution for the right customer. We are eager to innovate not only in products but also in management systems because we love what we do. Our main goal is to build longlasting partnerships with our customers because customer satisfaction is the touchstone of Kässbohrer's success. We are committed to our customers in Russia with sales and aftersales network and they can rely on Kässbohrer to make happen what matters to them most"

Growing Sales and Aftersales Network

Since Tula Yasnogorsk production facility opened in 2012, Kässbohrer has focused on its sales and aftersales network development and increased the number of product series to offer Russian customers based on long term development strategies in Russia. Within two years period OOO Kässbohrer's network reached to 18 sales dealers and 29 aftersales services and goal for end of 2014 is 36 aftersales services.

Product Launch at CTT: Kässbohrer Tipper

Kässbohrer's engineering experience and capabilities with state of art product development processes allows Kässbohrer to offer the customized products according to the Russian market conditions, such as weather or logistics infrastructure, as well as Kässbohrer customer demands.

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Tipper Product Development Process

Through comprehensive field research, Russian customer expectations have been gathered and the working conditions observed. Market researches have been conducted at central, north and south regions of Russia; customers' requests and working conditions examined by Kässbohrer R&D engineers and product management teams.

During the product development phase, Kässbohrer leveraged on its engineering know-how in liquid and dangerous good transportation. Consequently, Kässbohrer tipper, K.SKS's upperstructure developed to increase resistance to tensions caused by the movement of bulky and granular loads.

Kässbohrer engineers verified the tipper concept by computer-aided simulations such as 2g vertical overload, 0.455g lateral loading, 0.8g braking and 12 ° inclined cornering braking load test and with 3 different prototypes the final product have been tested for overloading conditions and different type of bulk material.

Tipper will be produced in Yasnagorsk

Developed especially for the Russian construction industry, K.SKS will be produced in Yasnogorsk. Thanks to Yasnogorsk facilities' production capability and Kässbohrer's

being global and acting local strategies' results OOO Kässbohrer will continue to expand its production range.

Kässbohrer Tipper Semi-Trailer, K.SKS

Kässbohrer tipper semi-trailer, K.SKS, with its high-strength chassis and upperstructure stands for reliability and robustness under the hardest load and road conditions with the outside temperatures up to – 40°C.

With king pin capacity equal to 11.500 kg and unique upperstructure design, K.SKS offers the maximum traction performance and ideal load distribution for road safety. The V-shaped floor and 5-step cylinder with a lifting capacity of 176 bar enables fast loading and unloading operations.

Engineered to couple with 4x2, 6x2, 6x4 trucks, K.SKS is equipped with one-touch paving brake system and tilt alert system for operational safety.

Second semi-trailer was K.SLA 5 that Kässbohrer presented at the exhibition. 5 Axles Extendable Low-bed Semi-Trailer, K.SLA 5 is leading import low-bed in Russian market. Its remarkable sales success continues due to the product's quality and durability features.

Kässbohrer 5 Axles Extendable Low-bed Semi-Trailer, K.SLA 5

The most preferred low-bed by Russian customer, with a technical capacity of 82 tons, is the Kässbohrer 5 axles low-bed, K.SLA 5. Engineered for all types of heavy duty transportation, and designed with 24 tons gooseneck capacity, K.SLA 5 offers effective and secure load distribution.

While the self-steering axles provide maximum maneuverability, especially at narrow and difficult curves, the ramp options provide loading flexibility.

About Kässbohrer:

Kässbohrer is driven to provide the right balance of ingenuity and engineering to bear on customer service and delivery for the next 120 years.

As the only European manufacturer with a production facility in Russia, Kässbohrer runs its sales operations with its own subsidiary, OOO Kässbohrer. OOO Kässbohrer, with sales office in Moscow and headquarters in Yasnogorsk, Tula Oblast District, provides to its customers the right transport solutions.

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