



LIFETIME EXCELLENCE

UPLIFT

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A PALFINGER ASIA PACIFIC NEWSLETTER

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Dear Partners,

We are in the end of March already and we had a great jump start of 2016. Our increased activities and reinforced organization given you the tools to grow together, we can see new and positive activities on more or less all markets. It is also very positive for us to notice that we, together with you, have increased the sales figures for more or less all product groups.

The historical engine in our business, the Knuckle Boom Cranes, is growing mostly because of the recent established of SPK product range. With the picking up of the Stiff Boom Cranes, Hook Loaders and AWP's, we are looking forward to a very bright future together.

I can already now give you a hint that around the corner, more new and interesting announcements are waiting for all of us. The self-propelled AWP's will give all of us another tool for our continuous success in the future. We are also very pleased to announce that Palfinger Japan has been successfully established, making a footprint forever in Japan.

As you all can see, a lot of progress is going on at Palfinger Asia Pacific.

On the side note, do join us if you're interested in the Bauma Show at Munich this year. It will be a pleasure to see you there!

And again, Thank you all for the fantastic start of 2016 !!

Business Updates

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Introducing
PALFINGER SOLID
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PALFINGER ASIA DEALER INTEGRATION (P.A.D.I)

New program to enhance partnership and profitability

To ensure that PALFINGER Asia Pacific (PAP) and our dealers continue to sustain a worthwhile and productive partnership, we will be launching the **PALFINGER ASIA DEALER INTERGRATION (P.A.D.I)** plan on **1st April 2016**. This plan focuses on three main aspects of support for our dealers: Marketing, Service, and Sales & Product.

P.A.D.I is developed based on our dealers' feedbacks, it will offer comprehensive support for our partners by fostering closer channels of communication with us. Special training programs of dealer integration and dealer support will also be provided and designed for our flagship dealers.

Aside from providing Marketing support and tools, the **P.A.D.I** covers strategies to hone dealers' competency in dealing with PAP's competitors, such as allowing our partners to be fully equipped with product information, their unique features and selling points. We have also come up with a **WECARE** program to promote crane maintenance for new and used cranes.

With the implementation of the **P.A.D.I** plan, we sincerely look forward to better facilitation and support from PAP to our dealers.

PALFINGER

P.A.D.I

PALFINGER ASIA DEALER INTEGRATION

LAUNCH 1ST APRIL

WHAT IS PADI

PALFINGER

→ This program provides structure and support for program implementation. It serves as a checkpoint to encourage dealer to head towards the **DIAMOND status**.



CRITERION

Introducing PALFINGER SOLID RANGE

All new and improved:
Compact, robust, cost-efficient

Here at PALFINGER, we are constantly striving to keep up with your feedback to ensure that our cranes remain user-friendly, while maintaining quality performance. We believe in upgrading our equipment regularly and coming up with more effective solutions to better serve our dealers and customers' needs. A new range of Loader Cranes, labelled as the SOLID models, has been released into the market and will be replacing some of our existing models.

Not only are these SOLID Loader Cranes convenient to use, they are cost-efficient, have compact dimensions and low dead weight. Offered in three different configurations to suit consumers' specified requirements, this range of cranes is also made of robust and reliable loader crane technology. These loader cranes also consist of special features, including the reverse linkage system with single linkage called the Single Link Plus.



More product information about the new SOLID models can be found on our PALFINGER Extranet.

Events

1
Bauma Trade Fair,
Munich 2016

Bauma Trade Fair, Munich 2016

PALFINGER to attend world-leading event for construction innovation

From the 11th to 17th April 2016, PALFINGER AG, our corporate company, will be participating in the upcoming 31st Edition 2016 Bauma Trade Fair in Munich, the world-renowned platform exhibiting the latest advancements and innovations in construction machinery.

With over 575,000 square meters of exhibition space and well over half a million visitors expected to turn up, the Bauma Munich 2016 would also see the gathering of leading manufacturing and innovation experts, as well as thousands of journalists and media representatives. The annual event has been acclaimed as the largest hub for driving innovation across all branches of industries and markets. PALFINGER's attendance at an esteemed platform like Bauma Munich 2016 would without a doubt allow our company emerge as a world-leading innovative market leader for crane technology.

During the event, PALFINGER will be putting on display and presenting new developments to prospective dealers and clients, including the heavy-duty crane PK 165.002 TEC 7, the new SOLID series and EPSILON series, among others. PALFINGER will also be showcasing significant improvements in our crane technology and market innovation. We are positive that PALFINGER's publicity at the Bauma Munich 2016 will encourage farther and wider reach into divergent sectors.

A promotional graphic for PALFINGER at the Bauma 2016 trade fair. It features a dark background with several PALFINGER cranes in various colors (red, yellow, black) and configurations. The text "GET THINGS MOVING" is written in large, bold, yellow 3D letters. In the top right corner, the PALFINGER logo is displayed with the tagline "LIFETIME EXCELLENCE". In the bottom right corner, the text "Visit us: Bauma 2016 April 11 -17, Munich Open Air Area: FN 826/5 + FS 1304/1" is provided.

Continual Support From Our Thai Dealer

MaxCrane purchases twenty models of SPS 12500

We are delighted to announce that our loyal distributor for Sany PALFINGER cranes, MaxCrane Machinery, recently purchased twenty models of the SPS 12500 (Sany PALFINGER Stiff Boom Cranes). With MaxCrane's expertise in crane trucks and construction machinery, we are hopeful that PAP will continue to expand further into Thailand's various construction industries.

We are very appreciative of MaxCrane's continual support, and are optimistic that our partnership with them would continue reaping mutual benefits and favorable outcome.



Marketing department as a sales tool for our dealers.

We would like to extend our gratitude to Hino Thailand and Chainant Equipment for providing us with a platform to introduce these brochures, as well as their continuous and steadfast support.



Marketing will undoubtedly pave the way for more business opportunities for our company in due time.

Joint Hino Chainant Exhibition

PAP introduces brochure sales tools for first time

On the 23rd of January 2016, Hino Thailand Co. and Chainant Equipment Co. Ltd. collaborated for a joint exhibition during a private event organized by Professional Crane Association, Thailand. The event was an annual meeting for companies and individuals in the crane industry, as well as an exhibition for crane rental companies and dealers.

The Joint Hino Chainant Exhibition managed to showcase PALFINGER products and promote our brand excellence to prospective clients. The event was also the first time PAP introduced PALFINGER Truck Compatibility brochures that were put together by our very own Product and

First Aerial Platform Sold in Brunei

LUBES Marketing's successful transaction

We are pleased to announce that LUBES Marketing has sold the first PALFINGER Italy (PPI) Aerial Platform, P200 A. Having purchased one container of the Knuckle Boom Crane, Access Platforms and Skiploader January this year, immediately after signing a dealership with us, LUBES Marketing has since been delivering favorable news of their successful transactions.

In light of the increased demand for roadwork projects in Brunei, the PPI Aerial Platform will assist in trees-cutting and street lamp maintenance. As PAP's exclusive dealer in Brunei, LUBES



Installing P200A in Penang

Multiple units of P200 A sold with A-Plus Manufacturing Sdn Bhd

A-Plus Manufacturing, one of our eminent partners based in Malaysia, recently sold multiple units of P200 A in Penang. Three units have been sold to the Government Enforcement Agency, Penang Council, where the platforms will be used for the Penang Landscaping Department and the Penang Electrical Department. Another one unit was sold to the Oil Palm Industry for Mill maintenance purposes.

Established in 1999, A-Plus Manufacturing is now a leading expert in manufacturing and distributing construction cranes and machineries for local, regional and multinational companies. With A-Plus Manufacturing's extensive reach into various sectors and industries, we are confident that our partnership would continue to see profitable growths.



Entering into Transportation & Logistics Industry

PT Intraco Penta Wahana's success in new industry

We are thrilled to receive news that our dealer in Indonesia, Intraco Penta Wahana, has been successful in entering the Transportation & Logistics industry with the SPK 8500A. The crane has also been installed onto a Hino Self Loader Truck, which would ensure better performance when both are combined.

With the entry of the SPK, customers will be able to have access to the premium Knuckle Boom Cranes at competitive prices. In this way, PAP will be able to recommend both the high and low segment of both the Knuckle Boom Crane and Stiff Boom in Indonesia based on customers' needs.



Penetrating Indonesia with Stiff Boom Crane

Stiff Boom Crane receives mining company's approval

Known for its prime mining areas, Sumatra continues to be in demand for heavier duty lifting solutions. With a 12,000 kg capacity, the SPS 30000 has been successfully delivered to a distinguished mining company in Sumatra. The SPS 30000 was also mounted on the European Truck Scania to give the crane its best lifting performance.

According to the mining company, PAP is reputed for being the leading manufacturer of the Stiff Boom Crane. We have also found out that most customers prefer using the Stiff Boom Crane as compared to the Knuckle

Boom Crane, but we will continue to keep both options available. Having recognized the Stiff Boom Crane's popularity, we will most likely increase its market share.



Featuring our Dealers: Singapore - Wong Fong Engineering

The first dealer featured will be Wong Fong Engineering, our sole dealer in Singapore. They will distribute PALFINGER Knuckle Boom Cranes, Hookloaders.

PALFINGER & Wong Fong has been working together for 21 years. When PALFINGER's contract with TCJ Motors ended, Wong Fong Engineering secured sole distribution rights to PALFINGER's products in Singapore. In 2014, Wong Fong was awarded 27th place in the 2013 Enterprise 50 Awards and 14th place in the 2014 Enterprise 50 Awards in Singapore. In 2015, in conjunction with SG50, Wong Fong was named as one of the top 50 founding companies of Singapore.



Image from Wikipedia.org

We catch up with Wong Fong on their long standing history in Singapore, and what lead them to ace in the growing economy of Singapore together with their vision for PALFINGER moving forward.

1. How was Wong Fong founded?

Wong Fong was founded 52 years ago by our Chairman, Jimmy Lew. The company started as a small workshop at Ten Mile doing truck decking installation and welding works with a team of 6 men. At that time, it was called the "Wong Fong Company". Wong Fong today has expanded to having two workshops in Singapore, and overseas facilities in Malaysia and China. We have also branched out from the core business with the setting up of the Wong Fong Research and Innovation Centre, and Wong Fong Academy.

2. What is the culture like in Wong Fong?

Wong Fong is built upon a human-oriented family culture, aiming to retain employees through mutually-beneficial relationships, allowing the employees to grow together with Wong Fong, thereby ensuring a sense of achievement and belonging in employees.

3. What is your current mission statement?

To provide our customers with one-stop load management and engineering solutions through market-leading products and reliable support that ensures effective business continuity

4. Can you provide any insights into how Wong Fong has grown into a successful company?

Since Wong Fong's days as a modest workshop, the founders have treated their employees as their family, and they attribute Wong Fong's success today to teamwork. The belief that PALFINGER has in our company has encouraged us to continuously improve. Our aim is to renew, rejuvenate and reinvent the company to stay relevant in the next 50 years.

5. What is the future vision that Wong Fong has with regards to PALFINGER products?

We have worked together with PALFINGER for 21 years, and through our hard work, PALFINGER is now the leading crane brand in Singapore. Our vision is to continue to foster and build our strong relationship and friendship with PALFINGER, and continue to work together to launch new products, support and sales and aftersales service.



Introducing New Staff Changes

The Business Development Department



Li Fook Seng

**PALFINGER ASIA PACIFIC
SALES DIRECTOR**

We are pleased to announce the promotion of Mr. Li Fook Seng to the role of Sales Director for PALFINGER Asia Pacific (PAP). In his new role, he will lead the sales operations for all the territories & markets under PAP's office.

He will also spearhead our priorities to strengthen our dealer development programs, to increase PALFINGER's local presence, and to expand our market leadership for PALFINGER range of products in our region.

Fook Seng has a Graduate Diploma in Marketing from the Marketing Institute of Singapore and a degree in Commerce from Australia's Murdoch University. Since joining PALFINGER in 2014, Fook Seng has played a pivotal role in shaping the strategy for our markets, as well as our strong and aggressive development in the region.

Fook Seng will continue to report and remain Singapore-based.

**Fook Seng can be contacted via
email (f.li@palfinger.com) and
mobile (+65 92330085)**



Crystal Koh

MARKETING EXECUTIVE

A very warm welcome to Ms. Crystal Koh, who has joined our company as Marketing Executive effective 25th January 2016.

Crystal graduated from the Royal Melbourne Institute of Technology (RMIT) with major in Business Marketing. Prior to that, she has a diploma in Supply Chain Management from our Ngee Ann Polytechnic in Singapore.

Her previous work experience exposed her to organize seminars and workshops which would certainly allow her to contribute extensively to our ambitious marketing activities in growing together with our dealers.

**Crystal can be contacted via
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