

KCM E-MAGA

Committed to the Future

SALES AND SERVICE CONFERENCE 2017 IN DUBAI, UAE



Group Photo

We held the “Sales and Service Conference 2017” in Dubai, UAE on October 10-11, 2017. This conference was the first time that both Sales and Service have been combined, and we mainly focused on the importance of understanding and transparent relationships between the two sections.

The conference was attended by a total of 29 people, including representatives from 8 distributors in 7 different countries, 3 Japanese exporters, and staff from KCM Japan and the Middle East Office.

We invited the key persons for KCM business from both the Sales and Service

sections of our valuable distributors, and it was a special occasion for gathering together.

The conference was not only for KCM, but was also an opportunity for distributors to enhance networking with each other and exchange information.

The conference kicked off with a presentation by the KCM Sales department, which shared information regarding the current market situation and our upcoming sales target for 2018, as well as how to achieve the target by introducing sales ideas, including the new Z6 series.

The second part was more closely focused on the Service department, introducing a new extended warranty

and maintenance program. Finally we all reached the same understanding that we should be working closely to achieve the target in this tough market situation.

Furthermore, there were not only presentations by KCM. This time we asked several distributors to make presentations that led to highly productive discussion and made this conference even more successful.

We thank every single person who participated in this Sales and Service Conference 2017. As a result, the bond between KCM and our distributors is much stronger than before, and we hope to keep working closely with each other to achieve greater success for the KCM wheel loader business.



Conference



Farewell Party

90Z6 OPEN DAY AND DEMONSTRATION IN SOUTH AFRICA



90Z6 in display and plaque of the 15th anniversary



The venue, viewed from a drone

In September 2017, ELB Equipment and KCM co-hosted an open day and demonstration to introduce the 90Z6 in South Africa. The venue was ELB's branch in Middelburg, the chief city of the coal industry. 30 tons of coal was brought on site for the demonstration. Two 90Z6 units were ready at the venue. One was used for demonstrations with 6.0 m³ coal bucket, while the other was displayed at the entrance with its arm fully raised as if giving a warm welcome to the customers.

The open day was held to coincide with the visit of a KCM delegation comprising 4 people from the board, engineering, service, and sales departments. KCM demonstrated the coal handling capabilities of the 90Z6 to the customers. At lunch time, a lucky draw was organized.

The winners got a special model of the 90Z6 commemorating its launch. When a walk-around was arranged, the customers were fascinated by the new features of the 90Z6.

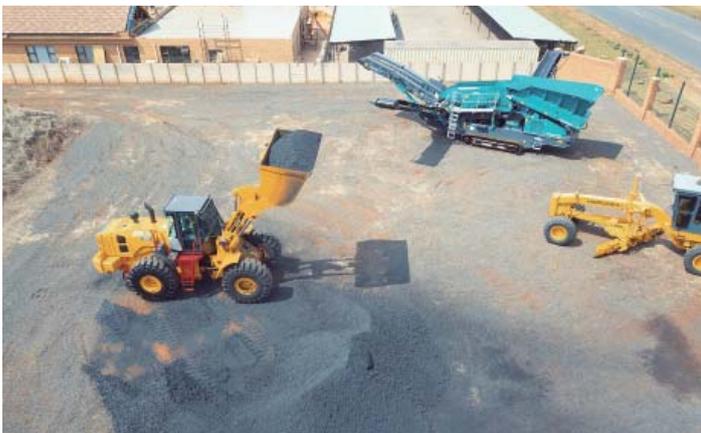
At the demonstration site, one of the customers, who operates the 90Z5 daily for handling coal, took a test ride on the 90Z6. It was his first time to use the 90Z6 and he found that it operated very smoothly. A summary of the feedback received after the ride is as follows:

1. "Auto 1 (automatic shift change from 1st through 4th gear)" gives automatic shift-down from 2nd to 1st with comfortable timing.
2. Normal mode (default mode of 90Z6) provides enough power to do the job.
3. Declutching is smooth and almost cannot be felt.
4. The cabin is quiet and spacious.
5. The arm can be raised quickly.

We were happy to find that his feedback matched all of our aims at the time of designing the Z6 series as operator-friendly models which will help operators give their best performance.

The open day and demonstration provided a good opportunity to introduce the 90Z6 to a large number of potential customers for whom "Seeing is believing." ELB and KCM celebrated the 15th anniversary of commencing business together this year. We hope we will be successful in marketing the 90Z6 very soon.

Finally, we would like to thank ELB for all their hard work in making preparations before the open day and in organizing a great open day and demonstration.



90Z6 in demonstration, viewed from a drone



90Z6 with a coal bucket

95ZV DELIVERED TO A MARBLE MINING CUSTOMER IN VIETNAM



95ZV working at a marble mine



KCM has been developing specific products for the marble industry for the past 20 years and has sold many units around the world, especially in Turkey.

We have taken another step with our distributor in Vietnam, MICO EQUIPMENT FOR HEAVY INDUSTRIES CO., LTD. (MICO), who has just delivered a 95ZV to Thanh Son Mining Mineral Co., LTD., a marble mining company located in Yen Bai province, Vietnam.

In 2016, Vietnam was the 11th largest exporter of marble in the world. Its export volume jumped up by 343.4% from 2012 to 2016, and is expected to increase even more in the future. Yen Bai province in northwest Vietnam, where the customer is located, and Nghe An province in the central region are the main areas for marble production.

MICO and KCM have made periodical visits and provided technical support to the customer for the past few years. This continuous support led to the sale of the 95ZV this time.

Entering a new market is not an easy task, but with this unit as a starting point, KCM and MICO would like to cooperate together to expand sales to the marble industry in Vietnam.



95ZV delivered



Wishing you a happy new year 2018.

KCM SALES & SERVICE NETWORK

| | COUNTRY | DISTRIBUTOR | TEL | FAX |
|--------------------------------------|------------------------|---|--|------------------------|
| OCEANIA | AUSTRALIA | TUTT BRYANT EQUIPMENT | +61 - 2 - 9780 7200 | +61 - 2 - 9780 7280 |
| | NEW CALEDONIA | SUPERCAL EQUIPEMENT | +687 - 43 - 77 - 20 | +687 - 43 - 77 - 04 |
| | NEW ZEALAND | MATAMATA INDUSTRIAL MACHINERY IMPORTS LTD (trading as MIMICO) | +64 - 7 - 888 - 6294 | +64 - 7 - 888 - 4879 |
| ASIA | INDONESIA | PT. ALTRAK 1978 | +62 - 21 - 736 - 1978 | +62 - 21 - 736 - 1977 |
| | MONGOLIA | MONNIS INTERNATIONAL LLC | +976-11-311687 | +976 - 11 - 323248 |
| | MYANMAR | COMMON PURPOSE CO.LTD | +95 - 1 - 645-178 | +95 - 1 - 645-211 |
| | NEPAL | WORLDWIDE TRADING CO.PVT. LTD. | +977 - 1- 4412 - 547 | +977 - 1 - 4415 - 547 |
| | PAKISTAN | ELECTRONIC ENGINEERING COMPANY PVT LTD. | +92 - 51 - 515 - 8180 | +92 - 51 - 515 - 8080 |
| | PHILIPPINES | JVF COMMERCIAL | +63 - 2 - 928 - 3916 | +63 - 2 - 928 - 3988 |
| | TAIWAN | COME CIAO TRADING CO., LTD | +886 - 3 - 320 - 7760 | +886 - 3 - 320 - 7761 |
| | THAILAND | KRUNG THAI TRACTOR CO., LTD. | +66 - 2- 261 - 9999 | +66 - 2 - 258 - 6463 |
| | VIETNAM | MICO LTD. | +84 - 4 - 3938 - 6666 | +84 - 4 - 3938 - 6888 |
| MIDDLE EAST | IRAQ (BAGHDAD & SOUTH) | AL NUWAIRA TRADING AGENCIES CO. | + 962 - 7 - 963 - 160 - 04 | +9641 - 5564084 |
| | IRAQ (NORTHERN PART) | CIHAN GROUP INT TRADE CO. | + 964 - 750 - 4511820 + 964 - 750 - 5871212 | +964- 66 - 226 - 2115 |
| | JORDAN | AL ADYAT AL SAREEAH LETEJARET AL ALEYAT (MANASEER MACHINERY) | + 962 - 6 - 5822891 | + 962 - 6 - 5822890 |
| | KUWAIT | BOODAI TRADING COMPANY LTD.W.L.L. | +965-248 41314/43986 | +965-248 18294/48368 |
| | OMAN | MOOSA ABDUL RAHMAN HASSAN & CO.L.L.C. | +968 - 22009629 | +968 - 24505441 |
| | QATAR | ABDULLAH ABDULGHANI & BROS.CO.W.L.L. | +974 - 44501967 | +974 - 44501952 |
| | SAUDI ARABIA | ARABIAN AUTO AGENCY | +966 - 2 - 669 - 5595 | +966 - 2 - 669 - 2359 |
| | SYRIA | LARZA TRADING | +963 - 11 - 3311 - 901 | +963 - 11 - 3311 - 903 |
| | TURKEY | ENKA PAZARLAMA IHRACAT ITHALAT A.S. | +90 - 216 - 446 - 6464 | +90 - 216 - 395 - 1340 |
| | UAE | UNITED ALSAQER HEAVY EQUIPMENT LLC | +971 - 2 - 554 - 5900 | +971 - 2 - 554 - 5901 |
| AFRICA | ALGERIA | SARL FOMATRAP | +213-(0)-21-44-15-69 | +213-(0)-21-44-15-69 |
| | SOUTH AFRICA | ELB EQUIPMENT | +27 - 11 - 306 - 0700 | +27 - 11 - 918 - 7208 |
| | TUNISIA | INTER EQUIPEMENT SA | +216 - 79 - 369 -011/014 /016 | +216- 79 - 396- 009 |
| SOUTH AMERICA | PERU | MAQ BREZ S.A. | +51- 4252 - 7217 | +51 - 1 - 417 - 3043 |
| | BRAZIL | CENTRO OESTE IMPLEMENTOS PARA TRANSPORTES LTDA | +55 - 31 - 3369 - 3600 | +55 - 31- 3369 - 3652 |
| JAPAN | JAPAN | KCM OVERSEAS MARKETING DEPARTMENT | +81- 3 - 5826 - 8230 | +81 - 3 - 5826 - 8231 |
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**KCM CORPORATION, A JAPANESE MAJOR WHEEL LOADER
MANUFACTURER FOR OVER HALF OF A CENTURY, SINCE 1962;
HAVING WORLDWIDE SALES & SERVICE NETWORKS**

- POWERFUL - DURABLE - RELIABLE - SIMPLE - MADE IN JAPAN - QUALITY -



KCM Corporation
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