

# FOCUS

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McLeod Land Services

Kawasaki Rebuild Center

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 **Kawasaki**  
KAWASAKI CONSTRUCTION MACHINERY  
CORP. OF AMERICA





McLeod Land Services, Inc.  
handles commercial as well as  
residential site development.

# McLEOD Land Services

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***“ I’m Proud to say I have  
Kawasaki Equipment. ”***

***– Jimmy McLeod, President,  
McLeod Land Services, Inc.***

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The following interview took place in Sarasota, Florida with Jimmy McLeod, President, McLeod Land Services, Inc. The company started in 1990 specializing in residential grading and concrete work. McLeod’s quickly expanded and started Holiday Pools of West Florida, Inc. McLeod’s Land and Equipment, a holding company for the trucking division, roadwork and utility division, and concrete/masonry division has expanded into site development. In just three short years this company has built a reputation for being one of the toughest competitors in the site development trade. With liaisons such as AJAX Paving Industries and APAC, McLeod is capable of managing and executing projects in the multi-million dollar bracket.

*In the past three years McLeod's has purchased six new Kawasaki wheel loaders. Three are new Kawasaki ZV wheel loaders: the 65ZV, 70ZV and 80ZV. In addition they also have three Kawasaki ZIV-2 wheel loaders: a 65ZIV-2 and two 70ZIV-2s.*

*Jimmy graciously gave us an afternoon to get to know his business and how Kawasaki wheel loaders and GS Equipment play a vital role in his organization. The following is the detailed interview.*

***How have Kawasaki wheel loaders performed for you?***

We've had great success with the Kawasaki loaders. We had a small problem with the 65ZIV-2 injector and Cummins, through GS Equipment, chose to replace it and check all of the other machines. They found no problems. Short of that we have had no problems with the others ZIVs or the ZVs.

***How is your business doing?***

Contracts are rolling in. We've got the second half of the year already booked.

***When you first decided that you wanted to expand into site development, how did you decide which equipment and vendors you wanted to work with?***

We had a few vendors say they would work with us to get established. We had a few general contractors who pushed us in that direction. They knew our work ethic and they wanted someone reliable to work with. There's a lot of repeat business coming our way because of our reputation.

***Describe your equipment purchasing process.***

We have always bought new. One of our strong points is the mentality that maintenance is very important. We take great care of our equipment and know how to apply them to their application. We try to hold on to our equipment because we take such good care of it. We have four full-time service technicians. Each has an extensive knowledge of the Kawasaki wheel loaders.

When we think equipment, predominately two things come to mind. First we think GS, and, in wheel loaders, we think Kawasaki. Our Kawasaki sales representative has done his homework. He knows what we do, and what we need.

***What are the determining factors in the size loader you purchase?***

I base it on application. When deciding on the 80ZV I am projecting out 6-8 months the work we have with each contractor, and factoring in the overburden material. How am I going to load this out? If I get a big enough loader I can load out the overburden and move that dirt and still use the loader in a road crew. I still have jobs for residential use where

that Kawasaki 80ZV will come in handy. If I get a call to move 1,000 yards and they want it moved today, well I have the trucks to put on it, but I need a loader that can handle the job.

When we looked at the Kawasaki 65ZV we truthfully went with the point that the loader is so versatile and powerful it can basically do what the 70ZIVs are doing. But yet, the 70's are versatile enough to be converted over to the pipe crew. They are a good pipe machine. The 65ZV is totally acceptable for all the roadwork we have to do. The ZV has just stepped up to the next notch, which is a pretty good step up. Our guys who had been hardcore CAT 938 people and 320 Komatsu people have now become Kawasaki people. No problem getting them converted to the 65ZV. The 65's are great for the road crews, the 70's are great for the pipe crews; the 80's we can either use on the deep sewer crews or the bulk material crews. Versatility is what Kawasaki machinery is all about.

***When you first started looking for wheel loaders how did you decide on Kawasaki? Did you demo other models?***

We started out with CAT. When we switched to Kawasaki, it was Bob Taylor,



County Water Treatment Plant  
McLeod Land Services, Inc.  
is currently removing over  
100,000 yards of overburden.





The Glenridge Project is one of the largest concrete jobs on record. This 100-acre job site has been working for over 9 months. McLeod Land Services, Inc. is the prime contractor for excavating, earth/dirt moving, all utilities, sewer, water, storm drainage, road improvement, curb/gutter, stabilization, base and paving.



our equipment manager and pipe superintendent, who knew Kawasaki. Bob was credited with exposing us to Kawasaki, because at the time we were unhappy with CAT and we were looking for an alternative. The CAT pricing was increasing. The Kawasaki is known as being a material handler. I hadn't been around them a lot other than to see them in material yards. And those can't afford to be down. I am a Cummins fan. I love Cummins engines. Cummins a quality engine, good company, and they are reasonable. GS is a Cummins dealer.

***Getting back to the buying decision, you have been going with Kawasaki for a while now, are you still getting competitive bids? Did you demo other manufacturer's machines?***

Well, we always keep competitive bids. This is company policy. I will tell you now, when we need a loader we go to our Kawasaki sales representative and Kawasaki. The pricing is great, the market hasn't changed, and the service is great.

Marc Young of GS Equipment keeps us informed on the products and features and benefits. He brings solutions to us.

I put a brand new CAT 938 and a brand new Kawasaki 70ZV side by side. Marc spent time with my die-hard CAT superintendent and showed him the features and benefits and the difference in the responsiveness and the handling. And when you ask about comparing, I quit doing that with the Kawasaki's. The first ZV came on the site and I put it head-to-head against a CAT 938. Marc took a diehard CAT man that's been running them for 20+ years and got him into the 70ZV. He liked the breakout power, the lifting capacity, the responsiveness, and the quick hydraulics.

When it comes to wheel loaders Kawasaki is our choice. We'll never buy anything different.

***You operated the Kawasaki 65ZV out in Arizona at Demodays. What did you think about the difference between the ZIV-2 and the ZV machines?***

I didn't mind the ZIVs but I love the ZVs! Same old thing, as an operator you need to find the bottom of the bucket. The 65ZV had such a good feel for the bottom of the bucket and the vision and the balance of the machine. And then the

power was awesome. It's comfortable. The balance of the machine is so good. It's a very natural feel. The power and the hydraulics are pretty phenomenal. It's really well-balanced. I'm sold 100% on Kawasaki.

I'm proud to say that I've got Kawasaki equipment. That's the bottom line. How much more of a compliment can I give you? I'm proud to say I run Kawasaki equipment! That's the ultimate.

***Would you mind if we go National with that?***

No, not at all. Absolutely, go for it.

It's the truth, and when I'm passionate about something I'm truthful and honest.

It's all about a team effort, Kawasaki supports GS, they support me, and now you've got me on your team. And I'm able to preach for you too. I don't think I could give you a bigger compliment.

It goes back to surrounding yourself with good people. People make the difference.





# KAWASAKI REBUILD CENTER

**Provides Quality Factory Rebuilt Components**



**T**he key factor in any wheel loader operation is uptime. The machines have to be working in order to run an efficient, profitable operation. All machinery eventually needs overhauling. When this occurs, an operation can experience excessive downtime while components are rebuilt and repairs are made. One solution to this is to use rebuilt exchange components. In this way, downtime is kept to the minimum of the removal and replacement times for the component. In order to provide this service, Kawasaki has been offering factory rebuilt components for its wheel loaders for over 15 years. This popular service has allowed Kawasaki owners to maximize their productivity and minimize their costs.



Kawasaki started their component rebuild operation in 1988 through an independent rebuild center located in Atlanta. By 1991, Kawasaki incorporated this function into their sales and support operation in Marietta, GA. This has proven to be a very beneficial decision.

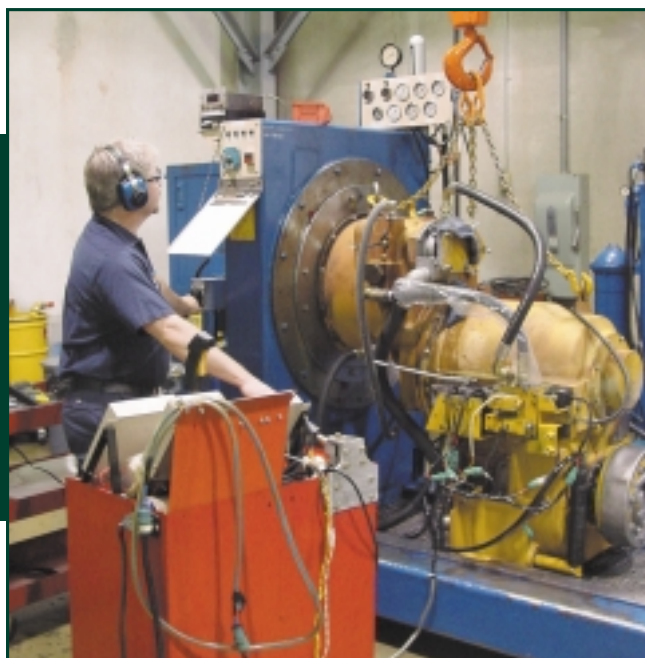
Not only can Kawasaki provide quality factory-rebuilt transmissions, torque converters, differential and axle assemblies, but they can support them with full one-year/1500-hour warranties that cover parts, labor, travel time and mileage. This is an exceptional warranty for a rebuilt component. This can be done, because not only

are these components built by rebuild craftsmen that do this job continuously, but each part is closely inspected prior to installation and the complete component is thoroughly tested before it's sold. With



a fully equipped machine shop, the Kawasaki Rebuild Center can make modifications if needed and insure that the latest factory improvements are incorporated.

Not only can Kawasaki provide this high level of quality rebuilt components, but the pricing is extremely competitive. Kawasaki has two levels of pricing on transmission rebuilds. The normal pricing is for complete upgrading to new component standards. The Guardian Rebuild program provides an even lower cost alternative for components that are still operational that require only seals, bearings and clutches. The Guardian pricing is 30% lower than the normal rebuilt exchange price. All components are rebuilt to new component standards to insure good performance and long life. The pricing for all components is competitively flat rated to simplify customer purchasing. Not only is there a flat-rate price, but there are no charge-backs to the



customer after his worn component is rebuilt. Kawasaki absorbs whatever damage may be found internally to the component. The only exception is external damage or missing parts to the worn component, which will be quoted at the time of removal. So the entire cost is known at the front end of the job.

In addition to the powertrain components mentioned, Kawasaki also has rebuilt hydraulic cylinders available through an exclusive hydraulic rebuild company.

Kawasaki has transmission, torque converters, differentials, axles and hydraulic cylinders for every Kawasaki wheel loader model ever introduced in North America. Kawasaki owners have become accustomed to a quality, productive loader that lasts for thousands of hours. They also have access to excellent support programs like Kawasaki's Rebuild Exchange Program. This gives Kawasaki owners a significant edge in the low cost operation of their loader fleet.

THE EVOLUTION OF

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# D.A. COLLINS COMPANIES:

## Dealer Makes the Difference



Two Kawasaki loaders  
operating at the 152-year old  
quarry in Glens Falls, New York.

**A** little over 50 years ago, Donald Collins got a start-up loan from his family, established an office behind his kitchen, and launched D.A. Collins Construction Company. Today, the Collins family helms an impressive full-service construction company in Mechanicville, New York, that specializes in heavy highway construction, bridge construction, and site development. They also own four other well-respected companies in the allied fields of asphalt manufacturing, heavy utility contracting, aggregates, and environmental soil remediation: Pallette Stone, Kubricky Construction, Jointa Galusha, and ESMI.





As a result, the D.A. Collins family of companies owns well over \$50 million in equipment assets – including five Kawasaki loaders. Merile Latterell, Vice President of Equipment, is the man responsible for managing this vital aspect of the Collins business.

"We acquire machines using both rental purchase and straight sell, depending upon our needs," explains Latterell. "But if we are going to buy outright, then we ask dealers to do a demo and provide a proposal."

The company has used several loader brands including Caterpillar in the past. However, in the early '90s Contractors Sales Company Inc. became the authorized Kawasaki distributor and in 1993 they approached D. A. Collins about the Kawasaki line of loaders.

"I liked Contractors Sales," Latterell continues. "They had taken care of our equipment needs in the past but I was still a little apprehensive about Kawasaki. The operators liked them, owner Tom Longe was willing, but I was the lone holdout. Finally, I gave the okay, realizing



Kawasaki 95ZV prepares a delivery truck for transport.

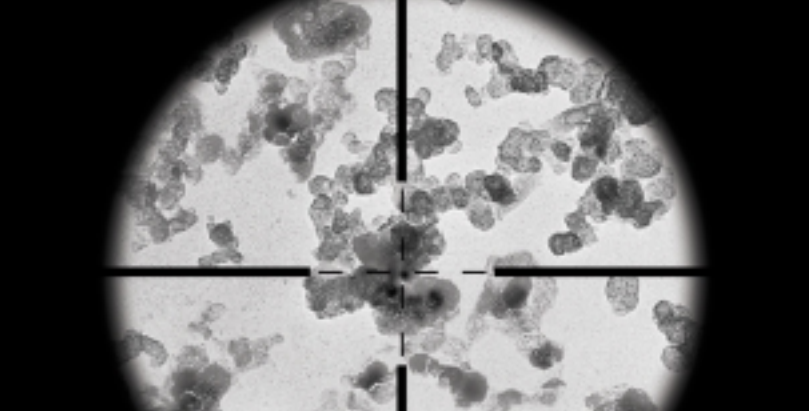
that Contractors Sales was going to stand behind them, no matter what. Good machine or bad, they would do whatever it took to make things right.

"So we bought two. Contractors Sales delivered them on time and they were good wheel loaders. We had little things go on them, like any machine, but the factory and the dealership has stood behind them. Over the years, we've owned or rented the whole range of Kawasaki wheel loaders – from the

65 through the 115 – and we are well satisfied with them. The operators in particular like the hydraulics and the balance between wheel power and the ability to simultaneously move the arms and bucket."

ESMI – Environmental Soil Management, Inc. – is home to three more Kawasaki loaders. Ironically, cleaning petroleum-contaminated soil creates extremely hostile working conditions, since the materials must be isolated from the

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**Valvoline with DPT Fights Soot.** Untreated soot particles clump together and plug up your filter. When that happens, unfiltered oil can go directly into your engine, reducing engine performance and increasing wear. To fight soot, you need a powerful weapon: Valvoline All-Fleet® Plus engine oil with Dispersive Polymer Technology (DPT). DPT keeps individual soot particles from bonding. So your filter works properly. Your oil flows smoothly. And your Kawasaki® loader's engine runs smoother, cooler, longer. Valvoline All-Fleet Plus is a proven product that can stand up to the harsh demands of your job site. For more information, contact your Valvoline representative or visit our web site at [www.valvolinehd.com](http://www.valvolinehd.com).



**Look for the V.  
It shows they know.™**





**Richard Trudeau, General Manager of ESMI-New York.**

general environment in an 18,000 square-foot sealed building until treated. As Latterell puts it, "It is nasty in there. Dust everywhere. It is a tribute to Kawasaki that its loader works so well under those conditions."

Upon arrival at ESMI, the soil is dumped into the building and a 70ZV sorts and stockpiles it by contamination type. The loader will then move the soil to the primary soil prep unit

***"It is nasty in there. Dust everywhere. It is a tribute to Kawasaki that its loader works so well under those conditions."***

where rocks and debris are removed and material is screened and crushed to a 2-inch minus. Next, the loader blends lime and other elements to neutralize the soil and create a uniform texture. It then feeds the primary treatment plant, which is a combination of kiln and asphalt plant. In a process called thermal desorption, contaminants are literally boiled out of the soil and permanently destroyed. The decontaminated soil is augered back outside, where another loader piles it to await EPA certification. Loaders then load the soil into trucks to backfill at the original site or to be used at a different location.

Keeping their equipment in tip-top shape is important for D.A. Collins Companies. D. A. Collins holds their own training college at an area dude ranch and sends their technicians to various schools sponsored by the dealership. And they don't hesitate to call on Contractor Sales whenever they encounter a problem they cannot solve. As Latterell says, "If you don't have good parts and service support, then even the best machine in the world wouldn't be any good. But we're fortunate – our dealer takes good care of us."



Kawasaki 80Z-IV moves remediated soil to stockpiles to await EPA certification.



Kawasaki 70ZV operates flawlessly in harsh conditions at ESMI's treatment facility.







# ONE FOCUS

## COMPLETE SOLUTIONS

Since 1978, Kawasaki Construction Machinery Corp. of America has been designing and manufacturing world-class wheel loaders. Because Kawasaki specializes in wheel loaders, you are assured of the very best in performance, economy, service and support.

### The best in service and support

- Factory trained service and parts technicians
- Direct computer link to the parts warehouse provides immediate parts inquiry, on-the-spot stock availability and order placement
- Cost-effective component exchange program
- Kawasaki Loaders Early Warning system (KLEW) preventative maintenance program tracks the wear of major mechanical systems

Kawasaki designs, engineers and fabricates a full line of wheel loaders and attachments tailored to the North American market. Throughout the process, from engineering, fabrication, assembly and inspection, the highest quality standards are maintained. These machines will provide you with years of reliable service and an excellent return on your investment.

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# ONE FOCUS

COMPLETE SOLUTIONS



## Introducing Kawasaki ZV Wheel Loaders

Designed to provide maximum efficiency, the new Kawasaki ZV line of wheel loaders appeals to owners and operators alike.

### **New features for the operator include:**

- 20% Increase in Size of the Operator Compartment
- Increased Visibility
- Increased Power

### **New features for the owner include:**

- Fuel Efficient Cummins Electronic Engines
- Increased Horsepower
- Larger Bucket Capacities Increase Production

*Operators appreciate the increased visibility, comfort and power. Owners appreciate the efficiency and productivity.*

Kawasaki, the oldest on-going manufacturer of articulated, rubber-tired wheel loaders in the world, has defined the standard for excellence in design, manufacturing, sales, and customer support. Manufactured and assembled in Newnan, Georgia, specifically for the North American market, Kawasaki wheel loaders incorporate over 40 years of engineering and technical expertise.

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- 90 HP – 720 HP
- 1.4 cu. yd. – 13 cu. yd.

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