

FIRST ISSUE 2011



FOCUS

COMPACT LOADERS | BUCKEYE PRIDE | CONEXPO WHEEL LOADER DEBUT

Kawasaki Debuts Compact Wheel Loaders at ConExpo



NOVELTY PROGRAM



VISIT WWW.PROFORMA.COM/KCMA



42ZV-2

- Wrap-around counterweight lowers the center of gravity increasing stability
- Universal Quick Coupler allows a wide range of attachments
- Interchangeable with skid steer attachments
- Limited Slip Differentials provide additional traction for applications requiring extreme traction control
- Bucket Leveler
- Reliable Kubota Engines, supported locally
- Third spool hydraulics, standard
- High Ground Speed, standard



45ZV-2

- Wrap-around counterweight lowers the center of gravity increasing stability
- Eco Mode provides a fuel efficient setting resulting in better fuel economy without affecting productivity
- Electronically controlled HST stabilizes engine speeds providing smooth acceleration and deceleration
- Bucket Leveler
- Reliable Kubota Engines, supported locally
- Third spool hydraulics, standard
- Cab access on both sides of machine
- High Ground Speed, standard



Kawasaki

A HERITAGE OF INNOVATION

Kawasaki is the most experienced manufacturer of articulated wheel loaders in the world. Since introducing our first models in 1962, we have maintained a leadership position in technology, service, and support. With a heritage grounded in innovation through Kawasaki Heavy Industries, KCMA Corporation's focus on wheel loaders translates into real benefits for you and your business.

Kawasaki articulated wheel loaders incorporate innovative design features coupled with extensive knowledge and experience gained from real-world applications. Since 1978 Kawasaki has been listening to, and learning from, customers and dealers in the North American market. As a result, Kawasaki wheel loaders continue to evolve with a constant focus on one thing — producing the most durable, most efficient, most dependable wheel loaders possible.

YOUR WHEEL LOADER SPECIALISTS

Kawasaki offers a full range of wheel loaders to handle virtually any task. Combined with a complete selection of attachments, or special options packages, your Kawasaki wheel loader can be equipped to tackle the most demanding applications or environments.

- **15 Models**
- **45 HP – 720 HP**
- **.78 cu. yd. – 13 cu. yd.**

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Kawasaki

HISTORY | TECHNOLOGY | INNOVATION

www.kawasakiloaders.com

INTRODUCING THE NEW

COMPACT WHEEL LOADERS



UPSCALE FEATURES IN A SMALL-SCALE LOADER

These two new models are designed, engineered, and built with all of the performance and reliability of the larger Kawasaki wheel loaders, but in a smaller package.

**42ZV-2: 45 HP, .78 YD³,
45ZV-2: 61 HP, 1.18 YD³**

Hydraulic quick coupler, third-spool hydraulics, bucket leveler, adjustable suspension seat, high ground speed, Z-type linkage, heavy box frame, innovative HN bushing technology, reliable Kubota engine — all are standard on Kawasaki's two smallest wheel loaders.

And there's more! A wrap-around counterweight lowers the center of gravity for greater stability. The automatic parking brake engages when the engine stops. There's easy access to the cab area from both sides of the machine. And a pillar-less design offers unobstructed visibility from the operator's seat.

The options are upscale too — the 42ZV-2 has a universal hydraulic coupler that is interchangeable with most compact equipment attachments, while the 45ZV-2 hydraulic coupler is a hook-type, a rubber-mounted ROPS/FOPS cab to reduce noise and vibration, HVAC, mechanical coupler, and radiator dust shield.



Easy-Read monitor provides operating data at a glance.

EASY TO SERVICE

A pneumatic “one-touch” engine compartment requires no effort to open. Side-by-side aluminum radiator and aluminum oil cooler means easy access for maintenance and cleaning. Filters, drains, and fittings are easy to reach too. The fuel filter even has a built-in water separator.



Easy to open “one-touch” engine compartment.

Very stable and balanced, the Kawasaki compacts are perfect for a variety of applications.

So do the two compare to each other? Check out the chart below for some key points.

42ZV-2	45ZV-2
45 HP	61 HP
0.78 cu. yd. (0.60 m ³) bucket	1.18 cu. yd. (0.90 m ³) bucket
9,250 lbs. (4195 kg) operating weight, with ROPS cab	12,220 lbs. (5540 kg) operating weight, with ROPS cab
F/R speeds up to 10.5 mph (17 km/h)	2 F/R, 1st: 7.4 mph (12 km/h), 2nd: 21.1 mph (34 km/h)
11.7-gallon (45 L) fuel tank	21.7-gallon (82 L) fuel tank
8.5-sec. hydraulic cycle time	9.5-sec. hydraulic cycle time
16 ft. 3 in. (4955 mm) overall length	17 ft. 8 in. (5380 mm) overall length
12-in. (304 mm) minimum ground clearance	13 3/8-in. (340 mm) minimum ground clearance
Universal hydraulic couple so interchangeable with skid steer attachments	Eco-mode for better fuel economy without affecting performance
Limited slip differentials for extra traction speeds for smooth	Electronically controlled HST stabilizes engine acceleration/deceleration

For more information, go online to www.kawasakiloaders.com/compact_loaders or stop by your local Kawasaki dealer. And if you'll be at ConExpo, be sure to come by the Kawasaki Booth 4735, Central Hall 2, and see them on display there.

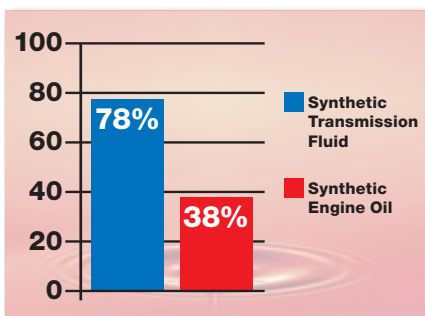


The Synthetic Transition For Your Transmission

Benefits of synthetic, heavy-duty transmission fluids outshine petroleum-based counterparts.

No one turns a profit when equipment and work crews are idled for repairs – and few repairs are as costly as those required for a damaged or burned out clutch or transmission. Here are some industry trends and tips to help you determine whether synthetic transmission fluids could be a time and money saver for your operation.

From mining and timber operations to marine and over-the-road commercial hauling, modern equipment places big demands on transmissions. Maintenance professionals and fleet managers are making the switch to synthetic transmission fluids.



A recent survey of heavy duty trucking operations concluded that 72% of transmissions use synthetic transmission fluids, compared to only 38% that use synthetic engine oil.

Conventional petroleum-based transmission fluids are still used in older equipment, but newer equipment can take full advantage of the benefits afforded by using synthetic transmission fluid:

Wear – Synthetic fluids reduce clutch slippage and transmission wear. This is due to the better flow characteristics of synthetics at all temperatures.

Heat – Conventional fluids run hotter than synthetic fluids. Two factors contribute to this fact: first, synthetics reduce friction and keep transmission components from generating heat. Second, synthetic molecules dissipate heat faster, reducing temperature and related failures. Operators report 30°F to 40°F reductions in temperatures in heavily loaded mining transmissions.

Fluid Life – It's no secret that synthetic fluids last longer than conventional fluids, but why? Modern synthetic fluids resist sludge, varnish and thermal degradation 3-4 times better than the best conventional fluids. This means double or triple the life from synthetics.

Price is not a negative – While synthetic transmission fluids are more expensive than conventional fluids, the additional cost is more than offset by the advantages. Cooler operations and longer oil life mean that running synthetic transmission fluids is actually *less* expensive than running conventional fluids in heavy duty trannies.

Schaeffer Specialized Lubricants manufactures synthetic and synthetic-blend heavy duty transmission fluids and differential lubes, including their popular 239S Super Lube Supreme. Schaeffer's formulations are proven to reduce temperatures and extend transmission and clutch life. Utilizing a sophisticated additive package, Schaeffer's transmission fluids and differential lubes provide optimized clutch friction retention and slippage control, even under extreme loads.

Give yourself the confidence to take on any job. Contact a Schaeffer rep today, or visit www.schaefferoil.com and find out if Schaeffer's synthetic transmission fluid can extend your equipment life.



Quote from Kawasaki FOCUS 3rd issue 2010:

"One of our company's maintenance secrets is Schaeffer's 238 #2 Moly Supreme grease. I could take a cylinder out right now and there would be very little wear on the pin or bushings. It doesn't bleed".

Robert "Catfish" Kepley
Kepley-Frank Hardwood Co.

The Secret's Out!

This grease is formulated for use in conditions of excessive pressure, high shock loading, extreme hot and cold temperatures as well as in wash-out conditions.

238 Moly Supreme plates to metal surfaces forming a long lasting solid lubricant film. It will withstand pressures up to 500,000 pounds per square inch, giving metal surfaces the protection they need from wear. This leads to increased equipment life, less downtime and extended lubrication cycles. Got a big job? Tell everyone to get it done with less headaches with 238 Moly Supreme.



Good people. Great products.

Call 800-325-9962 and ask about our complete line of products. Or check us out online at www.schaefferoil.com

BUCKEY PRIDE

OVER 20 YEARS OLD, THIS 80ZII CONQUERS WEATHER
EXTREMES AND TOUGH WORKING ENVIRONMENTS



RE

If a piece of equipment can symbolize a company, this 1990 Kawasaki 80ZII, with its amazing 40,000+ hours under the hood, is a prime example. The wheel loader, like its owner, has managed to weather the changing seasons with grace — whether it's temperature or business climate.

The machine's proud owner is Buckeye Ready-Mix, located in central Ohio. The company was formed in 1999, but thanks to past mergers, its roots actually go back to the 1920s. Partly owned by Oldcastle but majority-owned by Anderson Concrete, Buckeye enjoys the buying power of a big corporation and the independence of a family-run company.

WEATHERING THE CHANGES

Today, Buckeye covers a 50-mile radius with 14 facilities, 80 trucks, and 140 employees. But in a way, they are a shadow of their former selves. Anticipating the economic downturn, they cut expenses, sold off trucks, reduced personnel, and slashed over a thousand non-core products.

And it was a good thing they did. Work fell by over 30 percent. What was a 50/50 split between commercial and residential greatly skewed toward commercial.

But the good news is the company has been able to ride the downturn, and stands ready to expand when the time is right. As it turns out, some new warehouses are going up, and new businesses are moving into their area. Sensing a freshening change in the economic wind, Buckeye has just bought two 85ZV-2 wheel loaders, which will boost their Kawasaki fleet to over a dozen.

"We keep buying Kawasaki because they don't let us down," says Larry Randles, Vice-President, Operations. "They are very dependable; we've had minimal problems. We have enough challenges with the weather, keeping our plants operational, and keeping our other equipment running."

John Wells, plant manager of the Delaware Plant, agrees. "I'm on my fourth generation of Kawasaki wheel loaders. We run the 80ZII here and we've never had any major issues with it, just normal wear and tear. It's 19 degrees outside and it started right up with the first crank.

"We're not easy on equipment; they get abuse every day. But all the Kawasaki loaders have been good for us. They are high quality. I drove a Case loader for awhile, and I wouldn't go back. And we've sometimes had to put inexperienced people on it, so the ease of operation of Kawasaki wheel loaders is important to us too.

"I also love the technology on the machines we're using now. We use the MODM to track fuel usage. And when we got our 90ZV-2, we had the factory rep come out and give us a class on maintaining the loader, since we do our own maintenance."

Here at FOCUS magazine, we're certainly not superstitious. But the fact that their 80ZII is still going strong and has emerged as the Grand Prize Winner of Kawasaki's Loader Legend Contest, certainly has to mean something positive for the future of Buckeye Ready-Mix.

Buckeye Ready-Mix is serviced by RECO Equipment, Columbus, Ohio.



Rob Barnett is the RECO sales representative serving Buckeye Ready-Mix. This is Rob's first year selling construction equipment, and he has already earned Kawasaki's MVP 2010.

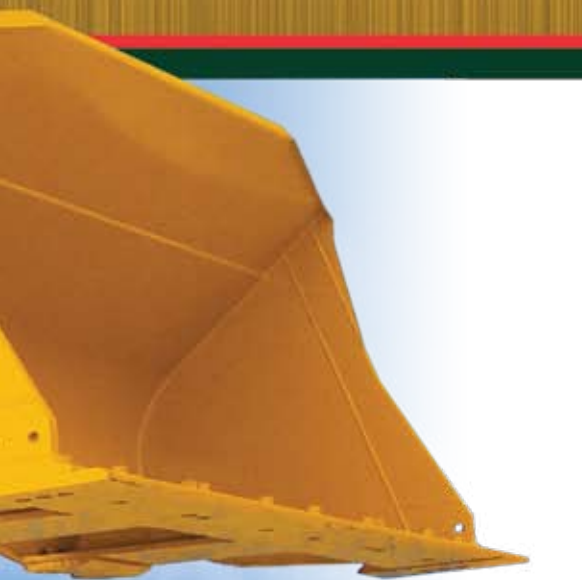


When Buckeye Ready Mix got their 90ZV-2 in 2007, it was the first loader in the state of Ohio with electronic/computer controls.



NEW
KAWASAKI
WHEEL
LOADERS
DEBUT

NEW KAWASAKI WHEEL LOADERS DEBUT AT
CONEXPO, BOOTH 4735, CENTRAL HALL 2



WOW! THERE WILL BE FIVE EXCITING NEW MACHINES ON THE FLOOR AT KAWASAKI'S CONEXPO BOOTH: TWO COMPACTS, TWO TIER-4S, AND A HYBRID!

SMALL IN SIZE, BIG IN VALUE

Kawasaki is introducing two new compact wheel loader models. The 42ZV-2, a 0.78 cubic yard loader, and the 45ZV-2, a 1.18 cubic yard loader, are designed and engineered with all of the performance and reliability of the larger Kawasaki wheel loaders, but in a smaller package.

With Interim Tier 4 emissions-compliant Kubota engines, heavy box frames, and a well balanced design, these compact wheel loaders provide stable, reliable operation. Operators will appreciate the walk-through cab design, the easy-read monitors, the rubber-mounted cab engineered to reduce noise and vibration, suspension seat, and pillar-less full-length windows.



Comfortable and efficient, these loaders are also responsive and fast. With one of the highest ground speeds in its class, the 45ZV-2 features an electronically controlled hydrostatic powertrain, providing quick, smooth acceleration.

Z7 TIER 4

Also taking a bow are two Tier 4 models, the 85Z7 (221 HP, 4.8 cu. yd.) and 90Z7 (280 HP, 5.5 cu. yd.). Introducing several new innovations and features, the ConExpo interactive exhibit will allow visitors to experience them first-hand. The new Z7 generation is not just an extension of previous ones, it is a complete re-engineering of every aspect of the wheel loader. From the design, to operator comfort, safety, performance, efficiency, and much more, the Z7 wheel loaders are truly innovative.

65Z HYBRID

Kawasaki's first entry into the hybrid market pulls from over 100 years of technical innovation. The result is a wheel loader that substantially reduces fuel consumption, while not compromising performance.



There is no "oil-filled" torque converter in the new 65Z HYBRID. Through the use of HYTCs (hybrid torque-converter system), the wheel loader not only saves power but regenerates energy during idling and braking. During the initial acceleration or idle periods, energy loss generated in the torque converter is converted to electric energy and stored in the capacitor. The capacitor charges and discharges electric energy instantaneously rather than the delayed delivery of a conventional battery. The stored energy is then used by the motor/generator to assist the engine, therefore requiring a smaller engine, resulting in fuel savings.

The release date on the 65Z HYBRID wheel loader for the North American market has not yet been announced.

AND THERE'S MORE!

Not only can you see our live and video presentations, and our hands-on Tier 4 interactive experience, you can also register in the FASTTrack Sweepstakes for a chance to win one of five Richard Petty King Driving Experiences. One will be given away every day of CONEXPO.

ENTER OUR FASTTRACK SWEEPSTAKES!



Attending ConExpo? Then go online to www.kawasakiloaders.com and click on the ConExpo link for a chance to win one of 5 King's Experiences with Richard Petty Driving Experience! Or come by Kawasaki Booth 4735, Central Hall, and enter in person. One entry per person, please.

Drawings will be held in the booth daily. Richard Petty Driving King's Experience consists of 2 power-packed sessions, 8 laps of rip-roaring power, and 10 laps of increased speed and excitement. Choose from any of the participating NASCAR Race Tracks!

Each winner receives a gift certificate good for one King's Experience, to be redeemed at any participating racetrack during 2011. Reservations are required, and date and space requirements are limited.





20+ YEAR-OLD 80ZII WINS GRAND PRIZE

THE STORIES ARE IN, AND THE WINNERS HAVE BEEN SELECTED!

GRAND PRIZE WINNER: *Larry Randles, Buckeye Ready-Mix, 80ZII.* This loader has had the hour meter turn over more than once. It has run flawlessly in below freezing temperatures and starts first crank. It loads hoppers and trucks, and moves material as needed. The operators love it!

RUNNERS-UP:

- **Matt Biegler, Florida Potting Soils, 80ZIV-2** — “Our first Kawasaki loader was an 80ZIV,” says Matt Biegler, Chief Operating Officer. “The serial number is 5002 — the second one built in America. We bought that from the Atlanta show. It has performed very well. In fact, I won’t let that one go, even though it’s got 35,000 hours on it. At our Valdosta, Georgia, location, I’ve got a 1986 ZII that I bought in 1989, and I won’t let that one go either.”
- **Loren Lopes, Lorinda Dairy, 60ZIII** — This loader was sold new in December, 1996, and has to perform everyday so that the dairy herd is fed. It has over 37,000 hours and has never had a major component failure. It’s also painted black and white like a Holstein cow — a true Kow-asaki.
- **Coy Tillet, Coastal Ready-Mix Concrete, 65ZB** — Purchased their first Kawasaki wheel loader in December, 1983, now owns five. Pitting the grave yard of the Atlantic ocean with its harsh Nor Easter storms and salty adverse working conditions against the Kawasaki loaders, Kawasaki wins.
- **Scott Limardo, Graymont Western US Inc, 115ZIV** — Has been loading shot rock for 15 years, with no plans to retire it.



ONE FOCUS. COMPLETE SOLUTIONS.



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- .78 cu. yd. – 13 cu. yd.

KAWASAKI DEALER NETWORK

Kawasaki supports an extensive network of independent, local dealers serving the North American market. They have been carefully selected to provide you with local sales, service and parts support and are backed by dedicated Kawasaki support teams.

This motivated team is always nearby to work with you to ensure that you are getting the most benefit from your investment in Kawasaki wheel loaders.

KCMA Corporation

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