

FOCUS



THE Z7s ARE HERE!

- Z7S DEBUT AT ISRI 2012
- AN E.P.I.C. LOADER FROM KAWASAKI
- "FOR THE CURE" LOADER GETS NEW HOME
- COMPACT LOADER AND SKID STEER

 **Kawasaki**

NOVELTY PROGRAM



PINS



KEY CHAINS



HATS

JACKETS



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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
ONE FOCUS. COMPLETE SOLUTIONS.

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Z7S DEBUT AT ISRI 2012 SCRAP SHOW

A new 90Z7, outfitted with a scrap package, officially premiered at the April 2012 ISRI show, held at the Mandalay Bay Resort in Las Vegas, Nevada. Although prototypes of the new Z7 Series were revealed at ConExpo last year, the ISRI show marked the Series' first appearance as a commercially available product. Branded as the next-generation E.P.I.C. wheel loader, the Z7 on the ISRI floor certainly turned a lot of heads and generated many inquiries. The new Series is off to a great start!

E.P.I.C.

The Z7 generation implements brand-new patented technology, industry-exclusive innovation, and input from owners and operators all over the world.

■ EFFICIENT

Quick Cycle functions and PowerTrain efficiencies work together through the IntelliTech Operating System to improve operating efficiency and reduce operating costs.

■ POWERFUL

Custom Operating Power Modes, made available through the IntelliTech Operating System, maximize a High-Engine Power Rating to provide power on demand.

■ INTELLIGENT

The Kawasaki IntelliTech Operating System uses logic and intelligence to adjust the operating characteristics of the loader. The intuitive system captures every aspect of working conditions and operating demands to adjust the powertrain and hydraulics for best application requirements. All of the IntelliTech features are designed to maximize performance.

■ COMFORTABLE

The new Z7 operator compartment features a low-profile dash, full-length glass doors, panoramic front window, standard rearview camera, well-organized storage areas, plus much more. Kawasaki always has total operator comfort in mind!

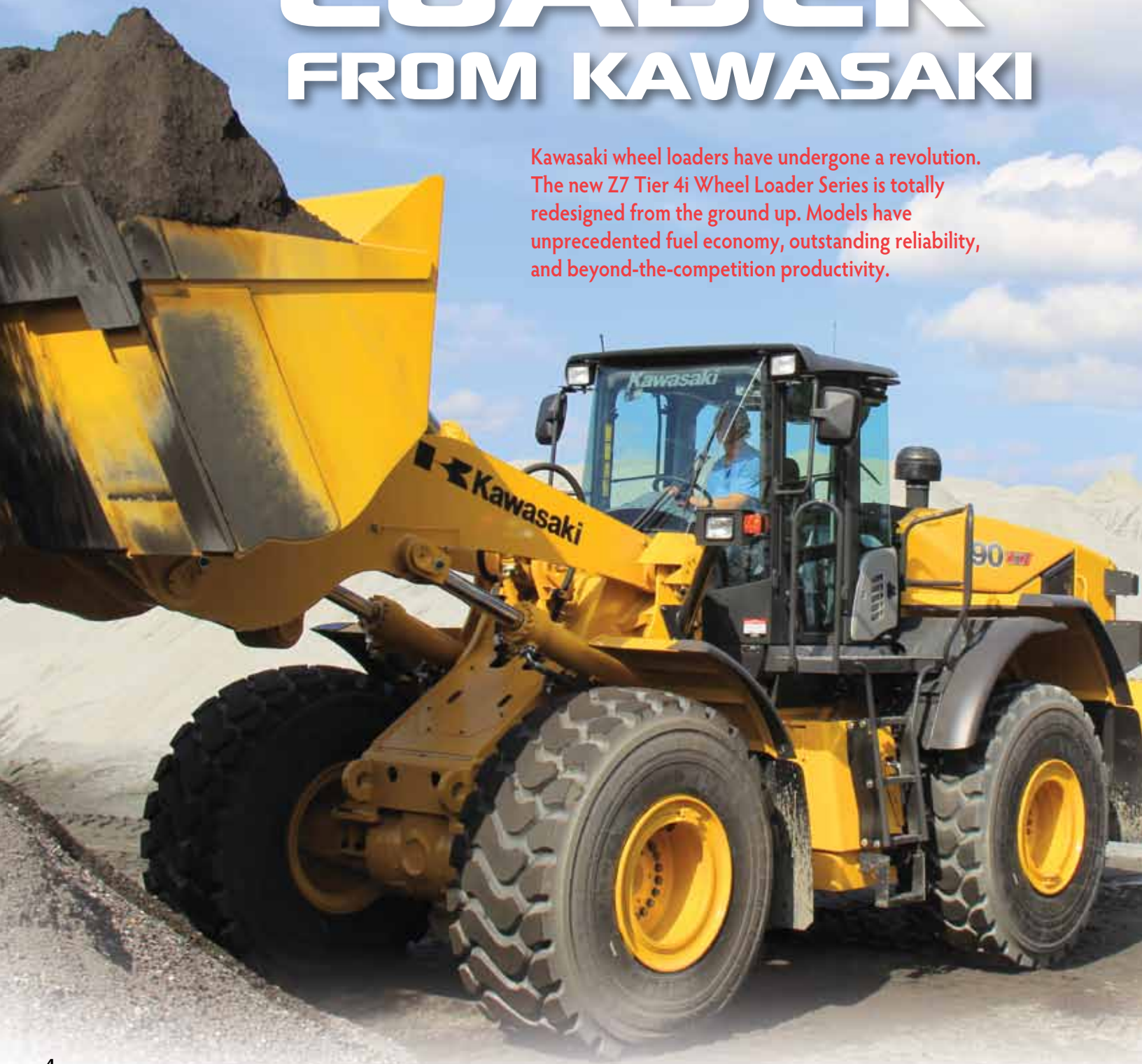
The ISRI event came on the heels of a Kawasaki dealer meeting and press event held a few weeks earlier. There the Series was formally introduced to attendees at the stunning Callaway Gardens, located in Pine Mountain, Georgia.

THE NEW Z7 GENERATION RAISES THE BAR
EFFICIENT • POWERFUL • INTELLIGENT • COMFORTABLE



AN E.P.I.C. LOADER FROM KAWASAKI

Kawasaki wheel loaders have undergone a revolution. The new Z7 Tier 4i Wheel Loader Series is totally redesigned from the ground up. Models have unprecedented fuel economy, outstanding reliability, and beyond-the-competition productivity.





The Kawasaki Z7 cab provides outstanding operator comfort. Quiet, convenient controls, excellent visibility, multi-function instrument panel, all designed for operator productivity and safety.

The new Kawasaki Z7 wheel loaders are the most dramatic new models that Kawasaki has introduced in the past 30 years! Not only totally redesigned in all areas, but improved to provide better Efficiency, more Powerful performance, Intelligent systems for easier operation, and are more Comfortable to operate at maximum productivity.

That's it! Efficient. Powerful. Intelligent. Comfortable. The new Kawasaki Z7s are E.P.I.C. loaders in many ways. All this new stuff, but not compromising on the quality, durability, and reliability that Kawasaki loaders are famous for. Just adding value to the best wheel loader in the industry. That's what the Kawasaki Z7 loaders are all about.

These great machines start with great looks. Sleek styling changes set the Kawasaki Z7s off from the rest of the pack. When these machines pull up to the job, people notice. This is not your father's Kawasaki loader! But looks are just the beginning of the story. Check out the E.P.I.C. value that is behind these great looking machines.

EFFICIENT

First are the many features that provide outstanding efficiency. Most noticeable in this area is that great improvement in fuel efficiency. These Kawasaki Z7 loaders have great fuel economy. But there is more.

- Different power modes fit the application efficiently.
- Efficient open-center, load-sensing, excavator-style hydraulic system is unique in wheel loaders.

■ Down-shift switch, shift-hold switch and quick power button allow the operator to efficiently adapt to working conditions.

■ Two automatic shift modes and a manual shift mode give the operator the flexibility to match transmission performance to job conditions efficiently.

Servicing and maintenance are efficient on the Kawasaki Z7 loaders too.

■ Oil-change intervals are extended to 500 hours on engine oil, 4000 hours on hydraulic fluid, and up to 500 hours on loader-linkage lubrication.

■ Ground-level fueling, grouped grease fittings, accessible filters, and sight gauges on tanks makes routine maintenance more efficient than ever before.

POWERFUL/PRODUCTIVE

Power and productivity go hand in hand. Kawasaki Z7 loaders continue a tradition of powerful performance in the powertrain and hydraulic systems. The reliable and responsive engines provide great power as well as great fuel economy. Of course they are certified to Tier 4i emission levels by using DPF/EGR technology that is developed for the tough environment of wheel loader applications. All engines used in the Kawasaki Z7 loaders have designed reserve capacity for long life and great performance. The hydraulics are likewise designed for powerful performance. Great breakout force and lifting capacities make these machines top in their class. Efficient Z-linkage is used on all models for the most

efficient and powerful digging performance. Hydraulic speeds keep shortened cycle times to provide more production too.

INTELLIGENT

This is the area where the Kawasaki Z7 loaders really excel. Taking the 50+ years of design experience, Kawasaki developed systems that figure out what the machine is doing and adapt the machine to the circumstances for greater efficiency. Some of this is done automatically and some is done with the operator setting the parameters. We call this overall group of features IntelliTech. Included in the IntelliTech system is:

- Patented IntelliDig system balances Rimpull force and Hydraulic digging force to match conditions.
- SimulLoad system allows for simultaneous actuation of lift and tilt while loading.
- QuickCycle system speeds V-loading cycles.
- FlexShift varies the shift points of the transmission to match working conditions.
- Efficient Acceleration prevents wasted energy from over-accelerating and provides added power for fast acceleration.
- Shockless Declutch provides smooth declutch function for level or slope operations.
- Automatic Reversible Cooling Fan is controlled by multiple inputs for optimum operation.

■ All new cab designed for optimum operator comfort, safety, and productivity.

■ Tier 4i engines meet stringent component life standards. The Z7 models are very responsive as a result of the match between the engine and the powertrain.

■ Proven emissions control.

■ Standard back-up camera.

■ SimulLoad system allows for simultaneous actuation of lift and tilt while loading.

■ Patented IntelliDig system balances rimpull force and hydraulic digging force to match conditions.

■ Automatic Reversible Cooling Fan is controlled by multiple inputs for optimum operation.

■ Aerodynamic Fan blade design for quiet operation.

■ Auto-Idle Shutdown senses excessive idling and shuts down engine to reduce fuel consumption and improve DPF performance.

The Kawasaki Z7 loaders are not just good looking, they are smart too!

COMFORTABLE

Operators love to run the Kawasaki Z7 loaders. The roomy, attractive ROPS cab has loads of features to provide outstanding comfort.

■ Quiet, well-sealed cab with great visibility in all directions.

■ The standard rear camera supplements the dual interior and dual exterior mirrors.

■ High Visibility front-dash design and wide front windshield.

■ Multi-function instrument panel provides information and allows for control, adjustments, and alerts.

■ Deluxe, ergonomic air-suspension seat can be equipped with heated cushions.

■ Tilt/Telescoping steering column with pop-up pedal for convenient entry and exit.

■ Fingertip, Pilot-assisted hydraulic controls can be single or dual lever.

■ Adjustable Side console to fit operator preference.

■ Thermostatically controlled HVAC system for year-round climate control.

■ Excellent ventilation from sliding side windows and full-length glass, latch-back doors.

■ Standard AM/FM/CD with AUX outlet and dual speakers.

■ 12V outlet and 24V lighter outlet, dual interior lights.

■ Convenient storage includes thermal storage box, cup holders, coat hook, and large storage shelf.

A comfortable operator is a productive operator, and the Kawasaki Z7 loader operator is comfortable.

The Kawasaki Z7 loaders are E.P.I.C. loaders in many ways. But the real proof is in the seeing. You have to see the Kawasaki Z7 loaders in action. Whether it is in stockpile or bank loading, working in a trash transfer station or a scrap yard, equipped with quick coupler or rock bucket, lifting logs or handling hot slag, the Kawasaki Z7 loaders are the loader that gets the job done.

■ The industry-exclusive IntelliDig feature matches the machine rimpull with the hydraulic power when digging to optimize the loading efficiency, resulting in faster cycle times and lower fuel consumption.

■ SimulLoad, a new feature, provides the ultimate in lift and tilt function. For optimum loading, use of the lift and tilt functions simultaneously is required. This capability is available up to the point selected by the operator.

■ New Z7 technologies work together to provide the highest fuel economy possible for any given application or environment. The Efficient Acceleration feature, Advanced Cooling Fan Control, Fuel Efficient Hydraulics, and Tier 4i technology provide proven fuel savings.

“FOR THE CURE” LOADER GETS A NEW HOME

In the 2nd Quarter 2010 issue of FOCUS magazine, we profiled the genesis of the pink “For the Cure” 70 TMV-2 wheel loader. Ordered by Mid-Country Machinery, a construction-equipment dealer and rental company headquartered in Fort Dodge, Iowa, and built by Kawasaki at the factory in Newnan, Georgia, the pink loader was a part of a breast-cancer awareness campaign the dealership initiated after learning one of their customers suffered from breast cancer. After performing its duty at the Susan G. Komen Corporate Offices on a snow-removal contract, the “For the Cure” loader made its way back into the Mid-Country rental fleet, where 10 percent of the proceeds were donated toward finding a cure.

In late 2011, John Falconio, Riephoff Sawmill, Allentown, New Jersey, started scouring the internet for a used Kawasaki TMV. He already had a 65 TMV-2, liked it, and was looking for another. He ran across the pink 70 listed for sale on Mid-Country’s website. The machine was a bit bigger than the one he had, and came with a bucket and Quick Coupler — two items he ordinarily wouldn’t need. But the hours were low, the price was right, and the machine was really



John Falconio, Riephoff Sawmill

clean — three traits very hard to find in a rental machine. They also told him that 10 percent of the rental had gone to breast cancer research. He then checked with Kawasaki and found out he’d be able obtain a good warranty from the company. All these factors made the pink machine a very attractive alternative to buying new, or trying to find something comparable closer by.

“We took delivery the end of December, 2011,” says John. “We also ordered Rockland log forks and a grapple. Until they arrived, we were finding more uses for the bucket than we would have thought possible.

“Before we got our 65, we originally had another brand of loader, but couldn’t find one

in the size we needed for a tool carrier. We’d heard about Kawasaki and decided to give it a try. Our first one worked out well, and led us to look for a second.

“We use our Kawi’s now as our everyday machines. The 65 TMV-2 with the Rockland forks is used primarily for unloading logs from the log trailers and loading the log deck for the mill. It is also used for moving lumber and assembling crane mats.”

The pink 70TMV-2, when it has the bucket on, loads sawdust and mulch, and feeds the grinder to make mulch. When the Rockland forks are on, it performs the same duties as the 65.

“In order to differentiate our various loaders, we give them names. Our pink one we call the Pink Panther — and there’s no mistaking which one we mean. It’s a real eye-catcher and a great conversation piece. We’re happy to tell the story behind it, and promote awareness for such an important cause.”

As for Mid-Country Equipment, their second “For the Cure” 70TMV-2 is currently in production and will be delivered in the very near future.



COMPACT LOADERS AND SKID STEERS

**WHICH IS RIGHT
FOR YOU?**



There is a place for both compact loaders and skid steers on the jobsite. But in specific instances, one will perform much better than the other. Here's an overview of the strengths and limitations of each.

BASIC DIFFERENCES AND SIMILARITIES

For this article, we're using the term "compact loader" to mean a compact wheel loader with four-wheel drive, and steers by articulating the front and rear chassis. "Skid steers" have four tires, and steer by braking or reversing one side and skidding the other side.



Both compact loaders and skid steers are very versatile machines that handle a variety of attachments and are sold for a wide range of applications. Both use buckets as a primary attachment, but the sky is the limit as far as the type of attachments that can be used. As a result, both kinds are normally equipped with a Quick Coupler. Both can use a Universal Coupler with a common interface for a variety of attachments.

SPECIFICATIONS

For the sake of comparison, Bobcat Skid Steers will be used here. Skid-steer loaders use rated capacity rather than bucket capacity as a sizing parameter. Most compact loaders also publish rated capacity. Below you will see the Bobcat models that come the closest to matching the Kawasaki Compact Loaders from a rated capacity standpoint.

As you can see, compact loaders have more tipping load (stability) and more reach to allow for easier loading into a truck or hopper. Compact loaders travel faster than skid steers too. Not only is the top speed of the machine higher, but the comfort level is better in a compact loader, which allows the operator to travel at these higher speeds comfortably. This makes load-and-carry type operations much more practical for a compact loader.

You can also see that compact loaders tend to be bigger and heavier than skid steers. This gives skid steers some advantage for transporting. It also allows skid steers to get into tighter areas than compact loaders. Skid steers have a definite maneuverability advantage over the compact loader. The turning radius is half that of the loader. Since skid steers can turn in place, they can handle very tight conditions well.



Applications that favor skid steers include tight operating conditions, muddy ground conditions, and pallet fork usage. Those that favor compact loaders are truck/hopper loading, load and carry, and excavating.

FUEL EFFICIENCY

Skid steers demand more horsepower because of its mode of steering, as well as typically being operated at full throttle or high rpms. Skid steers also need that added horsepower to generate a greater volume of auxiliary-hydraulic flow than do most comparably sized compact wheel loaders. Compact wheel loaders, in contrast, are more fuel efficient. Articulation doesn't demand a lot of power, and the engine is revved only when the throttle is used.

DURABILITY

The design life, or useful life, of a compact loader is much greater than that of a skid steer. A compact loader can run for 6,000 to 8,000 hours in most applications. Most skid steers are used for only about 5,000 hours before they are retired.

And tire life is much better on a compact loader than on a skid steer. It is just a characteristic of the steering systems. Skidding the tires is much tougher on tires than the smooth steering of an articulated loader.

SPEC COMPARISON

	Kawasaki 42ZV-2	Bobcat S250	Kawasaki 45ZV-2	Bobcat S300	Bobcat S630	Bobcat S650	Bobcat S750	Bobcat S770
HP	45	75	61	81	74.3	74.3	85	92
Rated Cap. (lbs.)	2380	2500	3585	3000	2180	2690	3200	3350
Tipping Load (lbs.)	4760	5661	7170	6111	4360	5380	6400	6700
Operating Weight (lbs.)	9250	7825	12220	8268	7707	8327	8730	9175
Travel Speed (mph)	10.5	6.9	21.1	6.9	7.1	7.1	7.1	7.1
Width (in.)	66.5	72	75.6	72	72.1	72.1	72.1	72.1
Height (in.)	101	80.9	112.6	80.9	81.3	81.3	81.3	81.3
Hinge Pin Height (in.)	123.6	128.8	124.3	128.8	121	124.1	32	132
Reach (in.)	39.2	34	40	34	21.4	31.5	31.5	31.5
Turning Radius (in.)	152.3	84.2	178.7	86.2	83.4	82.9	85.8	85.8
Wheelbase (in.)	72.2	48.3	86.6	48.3	45.3	45.3	48.3	48.3



PRICE

Initial purchase price is lower for a skid steer compared to a compact loader. But when you look at it on a cost-per-hour of useful life, the compact loader price is very competitive.

SUMMARY

The skid steer is more maneuverable, has better forward visibility, and better flotation.

The compact loader has more operator comfort, better overall visibility, larger cab, smoother ride, better breakout force, faster travel speeds, better bucket-load retention, better cycle times in load and carry, lower tire/track costs, no chain or belt maintenance, lower owning cost per hour, lower operating costs, and better resale value. It is also more productive and has a better reach, making it easier for truck/hopper loading applications. Finally, although it has a higher initial price, its longer life results in a lower cost per hour.

So if you are in the market for either a skid steer or compact wheel loader, determine the kinds of applications for which you need it most, pick what features are important to you, and decide how long a life you need it to have. Then choose accordingly.

OVERVIEW OF FEATURES AND PERFORMANCE

FEATURE	SKID STEER	COMPACT LOADER
Cab	Low to ground, entry through front. Canopy style can admit bucket spillage and dust.	Higher off the ground, entry through side doors. Larger and more comfortable. Protection from outside elements.
Visibility	Very good to the front, poor to sides and back. Must always look up to see attachment at full height.	Good in all directions. Spotting attachment at full height easy due to higher eye level of cab.
Kind of drive	Belt- or chain-driven drive can be choppy. Need more intensive maintenance.	Hydrostatic drive results in smoother controllable power. Not as maintenance-heavy.
Ground clearance	Low; rigid axles.	High; oscillating rear axles. Easier to travel over rough terrain.
PERFORMANCE	SKID STEER	COMPACT LOADER
Steering	More impact to operating surface.	Less impact on operating surface for less damage to turf or ground conditions.
Digging power/ Breakout force	Bucket shape has a very long floor and short back. This helps improve the reach and allow it to dump into a truck or hopper better. But it is not an ideal digging bucket. More prone to back spillage and hard to travel with a full bucket.	Bowl-shaped bucket is better suited for digging, travel, and material handling.
Reach	Okay.	Much better. Easier for loading trucks and hoppers, especially at low heights.
Severe traction conditions	In muddy and sloppy conditions, excellent maneuverability due to lower weight and better flotation.	Okay.

Not all compact loaders are the same! A salesman from a Kawasaki dealership in Florida put a Komatsu WA80 and Kawasaki 45ZV-2 side by side. Here are his observations.

“The Kawasaki has a wider stance and the loader arms are set wider apart for added torsional rigidity. The operator sits a few inches higher and has a much better view of the front and rear corners. The Kawasaki has two steering cylinders and the WA80 has only one. The WA80 has slightly taller tires. The 45ZV-2 has the counterweight positioned lower to the ground, possibly offering increased stability and better protecting the undercarriage when backing up. The Kawasaki has simpler cable-operated loader hydraulics and the Komatsu has pilot operated. The 45ZV-2 also has more accessible engine and drivetrain components for easier servicing.” — Steve Tuton, GS Equipment.



2011 KAWASAKI SALESMAN OF THE YEAR

THE WINNER OF THE 2011 KAWASAKI SALESMAN OF THE YEAR IS ROB BARNETT, RECO EQUIPMENT.

"Rob represents the characteristics Kawasaki looks for in awarding this honor," said Gary Bell, Vice President, General Manager, Kawasaki Construction Machinery, when the award was presented in the Kawasaki Exhibit at the 2012 ISRI show in Las Vegas, Nevada.

"We don't necessarily select the top-volume salesman, rather we select someone who exhibits professionalism, skill, and attitude. He always represents himself, his distributorship, and his manufacturers in the most ethical manner. Rob is a great representative of Kawasaki, and we are proud to present him with this recognition."

Dubbed RECORob by his customers, this 39-year-old sales talent from Alabama says he first got started in sales as a kid when he'd sell flowers in his neighborhood. Next, while going to school, he sold baseball cards; then for years he sold mobile homes. He'd been in Ohio a mere six months when he spotted an ad for sales rep at RECO Equipment in Columbus. And now, just two years later, Rob has won the coveted national sales award from Kawasaki.

"I think true salesmen are born with the talent," says Rob. "My two brothers are salesmen too. Our family raised us to be hard workers and outwork the competition. That means, when it comes to equipment sales, putting together a better financial deal, a better support package, and whatever it takes to generate a better agreement."

Rob is a real people person, always doing whatever is necessary to follow up, answer questions, or pave the way for a deal. "People have to trust you," says Rob. "And since in our business it is usually the total package that wins, our customers also put their trust in RECO Equipment and Kawasaki. Kawasaki's factory support is better than anybody's in the business. Together RECO and Kawasaki form a powerful and strategic partnership that is the best in the business. Selling heavy equipment is not an easy gig, but it is easier with good partners."

On Rob's second day on the job, he met Jack Snyder, a veteran salesman who would become his friend and mentor. Jack told him, "Rob, if somebody buys a Kawasaki from you, they will invite you back."

Rob says that simple statement of fact gave him the initial confidence he needed to get out there and sell a product and brand he knew little about at the time.

What continues to keep Rob motivated is that RECO, as large as it is, is still at its heart a mom-and-pop business — but with a whole lot of stroke. "We can customize a total package, whether the customer is large or small, without having to wade through layers and layers of middle management. I love that we can move so quickly and offer such a big punch."

"RECORob wouldn't be RECORob without an unbelievable corporate office, parts and service team, factory support head to toe, and the best customers in the world. Together we move mulch, concrete, scrap, and of course, ready-mix products. I also want in particular to thank Diane in the office for taking care of each and every customer we serve. I'd also like to thank Hank Ottman, my Kawasaki rep, for adopting me. Last but not least, I'd like to thank my brother Chop Barnett for always backing my play. Roll Tide!"

Rob Barnett, RECO Equipment, Inc.





Z7

INTRODUCING A NEW E.P.I.C. GENERATION



Kawasaki pioneered the Z-Link design to provide unmatched utility, high breakout force and efficiency in its loaders. The Z7 generation implements brand-new patented technology, industry exclusive innovation, and input from owners and operators all over the world. We've engineered the Z7 series from the ground up!

> 15 Models > .78–13.5 cu.yd. > 45 HP–720 HP

■ EFFICIENT

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