

FOCUS

THE PROOF IS IN
THE PERFORMANCE.



- KCMA APPOINTS NEW PRESIDENT
- INTRODUCING THE NEW 115Z7
- Z7 OPTIONS - DEFINING THE NEW STANDARD
- LUBRICATION & TIER 4

 **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.

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- 45 HP – 720 HP
- .78 cu. yd.– 13 cu. yd.

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KCMA CORPORATION ANNOUNCES THE APPOINTMENT OF NEW PRESIDENT



KCMA Corporation, marketers of the full line of Kawasaki wheel loaders in North America, announced the appointment of Mick Mikami to President. Mr. Mikami joins KCMA Corporation from Tokyo, Japan, where he held the position of Senior Manager in the Global Marketing capacity of the Kawasaki Construction Machinery Export Division and was instrumental in building the Export Division network into the largest, and most productive network in their history. Mr. Mikami succeeds T.J. Matsuura, who has been appointed Director for KCM Corporation in Tokyo, Japan.

Mr. Mikami joined Kawasaki Heavy Industries in 1985 in the Construction Machinery Division, and worked briefly in the United States for KCMA Corporation, which at that time was known as Kawasaki Construction Machinery Corp. of America, as Assistant to the President. With extensive knowledge and experience in building distribution networks, major competition, sales management, and the North American market, Mr. Mikami is uniquely qualified to aggressively lead KCMA Corporation through the challenges of the construction-equipment industry.

“I am very pleased to be back in the United States with KCMA Corporation after a 15-year absence. The North American market is vital to the Kawasaki organization. I look forward to the ongoing introduction of the Z7 generation of wheel loaders, working with our North American Dealers, and most importantly, getting out in the field and meeting our customers. Customers have been instrumental in the development of the Z7 generation, and will continue to be, as we continue to seek solutions to their demands as well as the demands of our industry,” stated Mr. Mikami. KCMA Corporation has been marketing wheel loaders in North America since 1978 through a growing network of independent dealers. The product line covers wheel loaders from .78 to 13 cubic yards. KCMA Corporation offers outstanding parts availability from the Kennesaw warehouse, as well as a component rebuild facility for powertrain and hydraulic components. KCMA operates as a wheel-loader specialist that is backed by one of the largest heavy-industry manufacturers in the world, KCM Corporation. For additional information, please visit www.kawasakiloaders.com.

Mick Mikami, President



THE NEW

115Z7

**THE PROOF
IS IN THE
PERFORMANCE**



The new 115Z7 is a brute, make no mistake. Quarry and shotrock applications — piece of cake. Recycling and asphalt plants — none better. Coil handling, hot slag, steel mills — bring it on! Its 16-liter Tier4i Isuzu engine and uncannily smart “IntelliTech” system that optimizes performance in any kind of working condition mean the 115Z7 is king of most any demanding application.

POWERFUL AND STRONG

The 115Z7 wheel loader is a great choice for high-volume loadout requirements or heavy-duty shot-rock loading. Its big engine, massive drivetrain, and powerful hydraulics mean its 8.3-cubic-yard rock bucket can load a whopping 12.5 tons in a pass.

Kawasaki loaders have always had the heaviest structures in the industry, and the 115Z7 is no exception. The full box-section rear chassis is super-strong, and the center-pin area is the heaviest in this class. Dual Z Linkage provides great breakout force and excellent visibility to the bucket. It also spreads out the load on the torque tube to reduce stress. And when a new 115Z7 arrives on site, it's ready to get down and dirty — it's the only wheel loader in its class to come standard with full fenders and mud flaps, and Traction Control.

EFFICIENT AND SMART

But all that power and strength doesn't mean big fuel bills, as the 115Z7 has great fuel economy. Many features like the Power

Modes, Efficient Acceleration, IntelliDig, Lock-up Clutch, Auto Idle Shutdown, and load-sensing open-center hydraulics make the 115Z7 outstanding in fuel economy and overall energy efficiency.

Due to the intelligent features of the 115Z7, and in fact all of the new Z7s, what's on paper doesn't indicate real performance anymore. That's how amazingly smart this generation is. Intelligence in a wheel loader means systems that adjust to the working conditions to improve efficiency and productivity — and the new 115Z7 has those by the bucketful.

THE JOY OF OPERATION

Operators not only love the balance of the 115Z7, they love the joystick steering. The

OPERATOR SURVEY RESULTS: 115Z7



"First impressions — comfort, and the lack of turbo lag. The turbo system has really come a long way."



"This is a good machine. Easy to operate, strong, with good power!"



"Digging into shot rock and tight material there is no need for the Power Mode or Quick-P mode in this application."



"After 5 CAT®s and one 115ZV-2 Kawasaki loader, this is the best machine I have ever been in!"

well-modulated hydraulic-over-hydraulic steering directs the machine well at any speed. The pilot-assisted hydraulic controls are proven and reliable, while giving the operator fingertip control. The result is lower operator fatigue and higher productivity.

The 115Z7 has great visibility in all directions. With the standard joystick, of which only two loaders in this class offer, the elimination of the steering wheel combined with the low-profile dash, provide a wide-open cab atmosphere as well as excellent visibility. The standard rearview camera provides an extra dimension of safety for this big loader and supplements the standard exterior mirrors. The operator can make the 115Z7 fit his specific application through the LCD multi-function monitor in the dash — power levels, kickouts, declutch function, and more — for maximum production. The standard traction control limits wheel spin, and the standard, exclusive AutoBrake protects the transmission from over-speeding and improper shifting.

And let's not forget the cab itself — big, quiet, well-sealed, and really comfortable. Plus the thermostatically controlled HVAC is powerful enough for year-round climate control for operator comfort.

"The fuel consumption is about 20 gallons less a day for the same work. That's about \$1,000 to \$1,400 a month savings with this loader."

SIMPLIFIED MAINTENANCE

Angled ladders and wide-access engine compartment doors help simplify service. The cooling fan is easy to get to as is the battery box. Lube points are grouped, and fluid check points and fueling are at ground level.

Hydraulic oil change intervals are now 4000 hours when using non-zinc hydraulic fluid. Engine oil changes are 500 hours with CJ4 oil, and the loader linkage pins use a patented HN bushing that is oil-impregnated to allow for longer periods between lubrication. These pins can go as long as 500 hours between greasing in most applications. And standard telematics provide the customer, dealer, and Kawasaki with current operating status and alerts to improve support and reduce costs.

In summation, the 115Z7 is a take-charge powerhouse, and the proof is in its performance. When you see the 115Z7 running in the most demanding applications, you'll be convinced this loader is for you. For more information go online to kawasakiloaders.com/115Z7 or visit your local dealer.



REDEFINING “STANDARD”

THE Z7 GENERATION INCREASES BASE MACHINE VALUE



As you know, there are several wheel loader manufacturers in the construction market today. But Kawasaki's bold new Z7 generation of wheel loaders is challenging many of the preconceived notions held by both buyers and manufacturers. One key aspect is the definition of standard equipment. This is crucial as standard equipment is included in the base machine price.

Kawasaki offers many features as “standard” that others either offer as optional or don't offer at all. But, as an across-the-board sampling, the Z7s offer the following as standard, on models introduced to date:

- **Auto-Reversible Fan**
- **Auto-Idle Shutdown**
- **Pilot-Assisted Controls**
- **Battery Disconnect Switch**
- **Turn Signals with Flashers**
- **Backup/Rear-View Camera**
- **AM/FM/CD/AUX**
- **Hot/Cool Storage Box**
- **Linkage Bushings (500-Hour)**

TAKE A CLOSER LOOK

Auto-Reversible Fan. Multiple inputs allow for efficient control of fan speed to achieve optimum cooling performance, reducing fan noise and lowering fuel consumption. And by it being auto reversing, it keeps the

cooling system cleaner, without operator intervention. This gem comes standard on all of the Z7 machines — no exceptions. On three major manufacturers, it is optional.

Auto-Idle Shutdown. This feature senses excessive idling by shutting down the engine to reduce fuel consumption and improve DPF performance. This would seem to be a no-brainer in order to meet stringent new T4i guidelines, yet one major manufacturer offers it only as an option.

Pilot-Assisted Controls seem to be a hit or miss item too. Their value lies in providing fingertip control, which improves operator comfort and responsiveness. These can be



offered in dual- or single-lever configurations to meet operator preference. Three major brands don't offer this at all, not even as an option.

A **Battery Disconnect Switch** and **Turn Signals with Flashers** would seem to be simple common sense. Yet, these safety features are rarely standard, and frequently an expensive add-on.

Backup/Rear-View Camera. Given visibility to the rear is so crucial to safety, it is mind boggling this is not standard on all large wheel loaders. Yet some brands only offer it as optional.

And when it comes to keeping the operator comfortable on the job, Kawasaki provides **AM/FM/CD/AUX** (to plug in MP3 or other devices) and a **Hot/Cool Storage Box** — both as standard. Everyone else either offers them as optional, or not at all.

And let's not forget the **Linkage Bushings.** Kawasaki's HN™ bushings extend lubrication intervals on bucket linkage pins to 500 hours, reducing maintenance time and costs. These patented bushings are impregnated with high viscosity oil to provide added lubrication, allowing the lube interval to be extended. Every single one of Kawasaki Z7 loaders has these as standard. Out of all the other wheel loader manufacturers, only one seems to have heard of them — offering them as optional.

Of course, as mentioned earlier, there are a variety of other features Kawasaki offers that others don't. So you really need to speak with your local Kawasaki dealer to explore the nitty-gritty details that would take pages for us to clarify.

We can tell you, however, that when you review the big picture in terms of cost, prepare yourself: **the Kawasaki value-added savings are most impressive.** Savings over list price with the above optional items added

Auto-Idle Shutdown reduces fuel use and improves DPF performance. It's standard on the Z7 Series.

in can range from a modest \$2,000.00 to a sticker-shocking \$18,000.00, with \$8,000.00 being a typical figure.

So, it's apparent that by having significant key features as standard, the new Z7 Series from Kawasaki has come out swinging — by redefining standard, and what base machine value really means.

115Z7 – REDEFINES "STANDARD"					
	Kawasaki 115Z7	Cat 988K	Komatsu WA600-6	Volvo L250G	Volvo L350F
Lock-Up Converter	Std	Std	Std	Std	Std
Auto Idle Shutdown	Std	Std	N/A	Opt	Opt
Reversible Fan	Std	N/A	Std	Opt	Std
AutoBrake	Std	N/A	N/A	Std	Std
Limited Slip	Opt	N/A	Opt	Opt	Opt
Traction Control	Std	N/A	N/A	N/A	N/A
Ride Control	Opt	Opt	N/A	Opt	N/A
Single Lever	Opt	N/A	N/A	Opt	Opt
LCD Monitor	Std	N/A	Std	Std	Std
Joystick Steering	Std	Std	Opt	Opt	Opt
Rearview Camera	Std	Std	N/A	Std	Opt
AM/FM/CD/AUX	Std	Opt	Opt	Opt	Opt
Linkage Bushings*	Std	N/A	N/A	N/A	N/A
Fenders Full	Std	Opt	Opt	Opt	Opt

*Oil Impregnated for 500hr grease intervals

* Red denotes KCM advantage



The Auto-Reversible Fan is standard on the Z7s yet optional with three other major manufacturers.



The Battery Disconnect Switch, standard on all Z7 models, is conveniently located at ground level.



A Backup/Rearview Camera is crucial to safety. It's standard on all Z7 loaders introduced to date.



LUBRICATION AND KAWASAKI Z7 SERIES WHEEL LOADER

In our previous articles on Tier 4 Interim machines, we've focused on the engine area — ultra-low-sulfur fuel, the diesel particulate filter, and CJ-4 engine oil.

Now let's turn to some other maintenance areas you'll routinely service.

EASE OF SERVICE

As the oldest ongoing manufacturer of rubber-tire, articulated, wheel loaders in the world, we know a thing or two about maintenance needs. As a result, serviceability is an area where Kawasaki has always been strong. Our new Z7s continue that tradition. Not only are they designed to reduce operating costs and increase production, their serviceability reduces maintenance time and costs.

Our Z7s have easy access to areas requiring routine maintenance, and most of those are at ground level. They have wide access engine doors and swing-out cooler cores. There are sight glasses for the transmission

and hydraulic levels. Coolant level is visible in a tank, fueling is ground level. Grease fittings are grouped together. And there is easy access to filters and fuses.

Many Z7 key maintenance intervals have been doubled. The oil-change interval for the engine has increased from 250 hours on the ZV-2s to 500 hours when using CJ-4 low-ash oil. The hydraulic oil change has been increased from 4,000 hours from 2,000 hours when using non-zinc hydraulic oil. And bucket linkage pins are equipped with patented HN™ bushings to extend pin lubrication up to 500 hours, depending on operating conditions. Only a few grease fittings require more frequent lubrication.

NON-ZINC EX46HN HYDRAULIC FLUID

There are three common types of hydraulic system failures: degradation (gradual wear and tear from usage or sometimes induced by contamination), transient (symptoms come and go — sometimes from particles

that momentarily interfere with component function), and catastrophic (the most expensive and costly of all, usually occurs without warning but there may have been symptoms not recognized until after the fact). The goal of any preventive maintenance program is to mitigate failure as much as possible.

Let's focus on the role of hydraulic fluid — the lifeblood of your equipment's hydraulic circuit.

With ordinary hydraulic fluids, high temperatures, high pressure, air, and the hydrocarbons in hydraulic oil can lead to a reactive mixture. Oxidation raises an oil's viscosity, which causes an increase in friction. Zinc is widely used in many hydraulic oils as part of a compound that reduces metal wear. During operation, zinc can separate from this compound and combine



with other elements in the oil. The result is a sludge-like product that is difficult to remove. The accumulation of viscous deposits can plug valves and filters, reduce actuator response, increase pump abrasion, and shorten the oil's useful service life — not to mention shorten component life. To combat the sludge build-up, manufacturers require more frequent oil changes.

But using non-zinc hydraulic oil like KCM SuperEX46HN fluid provides a host of benefits:

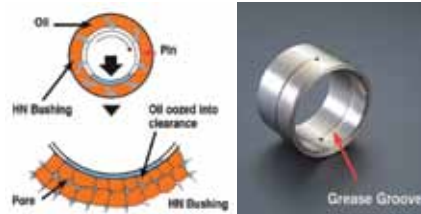
- Pure hydro-cracked base oil resists oxidation
- Reduces operating temperatures
- Molecularly binds exposed metal surfaces, preventing metal-to-metal contact and metal wear
- Extended lubricant service life and reduces varnish and carbon deposits
- Since it has no zinc, EX46HN greatly reduces sludge generation
- Prevents the generation of acids that can corrode equipment
- Improves fuel efficiency by reducing friction as well as improving filter and component life
- Lowers operating costs
- You can double the time between hydraulic oil changes — from 2,000 to 4,000 hours

WARNING: The use or addition of hydraulic oil with zinc additive shortens the oil-change interval to 2,000 hours.

No matter what kind hydraulic fluid is used, preventing water and dirt ingress while it is being stored is imperative. Before using, check the fluid for sediment and clarity. Hazy fluid can indicate excessive water, excessive fines contamination, or the mixing of incompatible fluids. As with used engine oil, used hydraulic oil should be analyzed by a qualified lab. And be sure to select a hydraulic filter that exactly matches OEM specs.

HN BUSHINGS

Use of HN bushings extends lube intervals on bucket linkage up to 500 hours or more, reducing maintenance time and costs. How? The bushings are impregnated with high viscosity oil to provide added lubrication and every time the pin is greased, the lubricant



within the HN bushings is replenished. The HN bushings do need to be broken in gradually. First, grease the pins every 10 hours for the first five days. Then once at 250 hours. Finally, every 500 hours. Use lithium-based, EP/Moly grease for most chassis lubrication applications. NLGI No. 2 grease is suitable for most temperatures and many auto-lube systems. Use NLG1 No. 1 or 0 for extremely low-temperature applications.

AXLE OIL

Z7 Series Wheel Loaders require an HD 50-type gear oil. Check your operator's manual to see when to first change the axle oil to remove any break-in debris. Thereafter, change every 2,000 hours. Top treatment with an Anti-Chatter additive may be necessary to prevent or eliminate service brake application noise.

TRANSMISSION FLUID

The transmission fill port is conveniently located in the center pin area, and also has a sight gauge there to check the transmission level while the machine is operating.



Change the transmission oil initially at 100 or 250 hours, depending on the model size, to remove break-in debris. 2,000 hours then becomes the normal service interval. Transmission oil filters are changed at break-in and then every 1,000 hours. Use engine oil classification API "CF" 10W or Multi-purpose Automatic Transmission Fluid.



FUEL

The fuel fill port is at ground level, for ease of use. To reiterate what was discussed in previous articles about fuel, be sure to use ultra-low-sulfur fuel, and always use very good filtration from the supply tank. Change the fuel filters every 500 hours.

READ THE MANUAL

Z7s, like all other wheel loaders, should have a simple daily maintenance routine. Check the fluid levels, and then do a walk-around inspection. And when it comes to servicing, always consult the operator's manual. New machines may well have new features and different service schedules than what you are used to. For example, Z7s have as standard a hydraulic reversible fan to blow out rear coolers. This helps minimize engine overheating conditions. Be sure to follow the recommended fluid service intervals—they may be much further apart than your older equipment. And never try to extend a fluid's or filter's life beyond the recommended hours. It won't offer the same protective qualities, and can lead to unwanted repair costs and unscheduled down time.



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Jim W., Pipeline Contractor

"My Paladin attachment allows me to gain **versatility** on the jobsite and enhance my machine's capability."

John B., Forestry Management

"When relying on **cost** effective solutions, Paladin attachments are my solution."

Steve H., Equipment Dealer

"I don't get anything less than maximum **performance** from my Paladin attachments."

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THE 2012 KAWASAKI SALESMAN OF THE YEAR IS...

STEVE GREEN, CLM EQUIPMENT

Steve grew up on a farm — growing rice and raising cattle — so he was no stranger to equipment. When he took his first job at a dealership, in equipment rental, his dad passed along one piece of advice that he's since taken to heart: "Don't EVER be caught lazy!"

That first boss, an old rice farmer himself, handed Steve the keys to a pickup truck, and gave him a phone, a rate sheet, and a spec sheet. He told him to drive around until he spotted the right colored piece of equipment, then pull over and get out. Then he'd just have to figure it out from there. So with those rather unconventional words of wisdom, Steve was off and running.

Fortunately, Steve's one of those people who regards a stranger as simply a friend he hasn't met yet. "I love to cold call," he shared with FOCUS on the night of the award banquet. Knowing many salesmen dread it, we had to know more. "My job as a sales person is to do research. Not only do I find out what their business is, I find out who the decision-maker is.

"So I'll walk into that company and address the receptionist by her first name and ask 'Where in the round world is so-and-so?' And because of the confidence — not cockiness, but confidence — I have when I walk in the door, they just might let me in. There is no pressure on me, and I'm not apologizing for anything. I'm just trying to get with ol' so and so. I love it! I know that sounds crazy, but that is a favorite part of my job.

"Once I'm on the inside, I let them know I've been trying to catch up with them to see if they have any equipment needs. I'll

Mick Mikami, KCMA President; Steve Green; Floyd Degueyter, President, CLM Equipment.

mention I know what they are running now, and ask how they're working out. I'll ask if there are any prospects coming up in the future, if they are buying at all anytime soon. And I'll ask if we can bring out one of my Kawasakis, no strings attached, just to see if it will run as good as what they've got or are considering getting.

"The Demo deal is the most important thing most salesmen overlook. That Kawasaki loader will sell itself; I don't need to go out there and talk about features and benefits. What I have to sell is our dealership, how quick we'll respond to their needs, and that they know they can call this telephone 24 hours a day and they will get somebody."

After that first meeting, Steve simply leaves his card. No brochure, just his card, because he wants a reason to go back. One thing he won't do is ride a potential deal to death. He'll quote it and do what he can, but he won't become a pest.

Steve is quick to point out that it's the people behind him at the dealership that makes it all

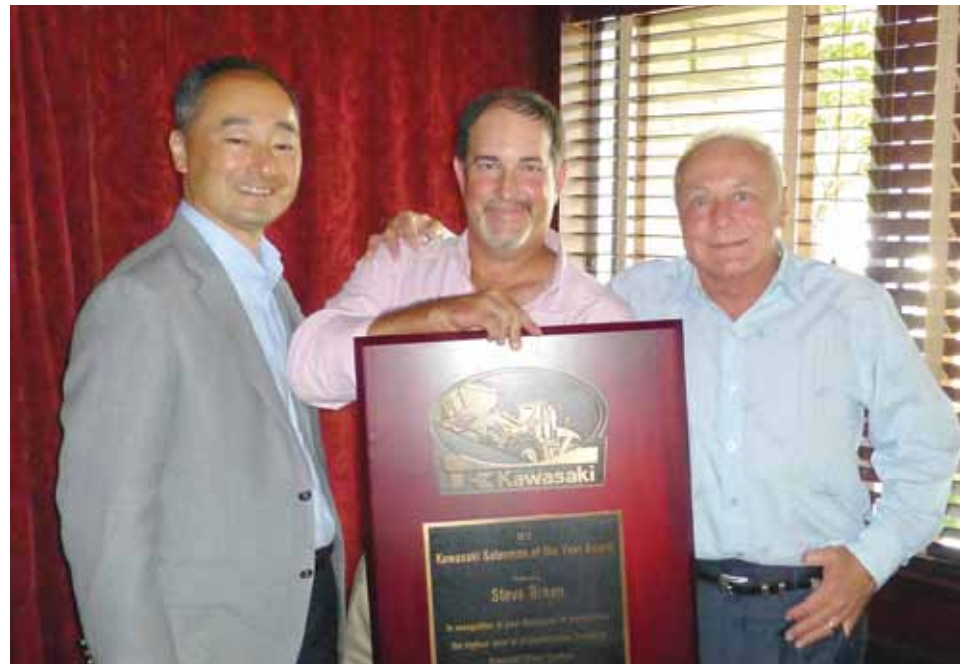


Richard Calhoun, General Manager, CLM Equipment; Steve Green; Tom Watts Jr., Branch Manager, CLM Equipment, Houston.

happen. If he needs something to help seal a deal, he has the confidence those key people will do everything they can to help.

"We are selling wheel loaders and relationships! Those customers know that they can call me any time of the day, and we are going to make something happen."

With that attitude, Steve, you will never "be caught lazy"! Congratulations!!





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

■ POWERFUL

■ INTELLIGENT

■ COMFORTABLE



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