

FOCUS

SECOND QUARTER 2017

THE SINGULAR FOCUS
OF KCM. THE GLOBAL
STRENGTH OF HITACHI
CONSTRUCTION
MACHINERY.

THE NEW 9527 TIER 4 FINAL



KCM

REPUTATIONS
ARE BUILT ON IT

- KCMA and Hitachi Construction Machinery Group, A Powerful Partnership
- New, Feature-Packed Compacts
- KCMA Introduces the 9527 Tier 4 Final Wheel Loader

Check out the NEW
KCM merchandise today!



Visit KCMStorefront.com

COMPACT LOADERS

KCM REPUTATIONS
ARE BUILT ON IT

30ZV-2 40ZV-2 42ZV-2 45ZV-2



KCM REPUTATIONS
ARE BUILT ON IT

THE RIGHT EQUIPMENT, THE RIGHT PEOPLE

OUR BEGINNINGS. The origin of KCM loaders dates back to 1962, when Kawasaki Heavy Industries built its first articulated wheel loader in Japan. When the loaders were introduced to the North American market 16 years later, the enthusiastic reception they received helped both broaden the scope of the product and expand the network of dealers dedicated to providing you with the finest equipment and support possible.

OUR PROGRESS. In 2010, Kawasaki entered into a joint venture with Hitachi Construction Machinery (HCM)—a partnership that successfully combined the technological and manufacturing resources of both companies to deliver to customers superior products and support. HCM purchased KCMA from Kawasaki in 2016, and today, as a subsidiary of one of the largest construction machinery companies in the world, KCMA is securely poised as your go-to source in the North American wheel loader market.

OUR FUTURE. KCMA's focus remains on building trust with you—our dealers and customers. From engineering to manufacturing and support, this single-minded focus will keep you running, productive, and profitable. One more way that, every day, KCMA enables you to meet your deadlines, hit your bottom line, and honor your commitments.

A FULL LINE OF WHEEL LOADERS

16 MODELS

.52–9.15 CU. YD.

30 HP–531 HP



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Kawasaki IS NOW **KCM**



A POWERFUL PARTNERSHIP



KCMA Corporation, originally Kawasaki Construction Machinery Corporation, is now a wholly owned subsidiary of Hitachi Construction Machinery (HCM). The new corporation merges the best of both companies, emphasizing their engineering and manufacturing expertise.

Kawasaki Heavy Industries built its first articulated wheel loader in 1962 and developed a global market for remarkably tough, long-life wheel loaders. Hitachi Construction Machinery developed its first excavator in 1949 and its first hydraulic excavator in 1965. Since then, Hitachi Construction Machinery has pioneered hydraulic crane designs and hydraulic mining equipment and has developed multiple business partnerships around the world to manufacture and sell a wide variety of construction and mining-oriented products—including the start-up of wheel loader manufacturing in 1988.

HCM actually purchased Kawasaki Construction Machinery Corporation in October of 2015. The smooth transition of manufacturing responsibilities, engineering upgrades, and the implementation of Hitachi designs culminated in the grand introduction of the new KCM brand at CONEXPO 2017, held in Las Vegas, Nevada.

Two Powerful Legacies.

The new, updated KCM loader models introduced at the CONEXPO show are perfect examples of the blending of the Kawasaki and Hitachi engineering histories. For example, the use of variable displacement hydraulic pumps was first pioneered on Hitachi excavators for best response to extreme digging conditions. The extensive load-sensing electronic feedback provided to the computerized controls that command the hydraulic pump is another improvement that has evolved from the extensive background Hitachi Construction Machinery's parent, Hitachi Ltd., brings to the table through multiple innovative designs in digital technology. From the Kawasaki legacy, the new models continue to have the stoutness and common-sense design philosophies that have produced a loyal customer following worldwide—especially in the United States.

“Hitachi is the fourth largest construction machinery manufacturer in the world, and they have grown to that position

by making extremely good products,” says Gary Bell, Vice-President, Engineering & Service, KCMA Corporation. “Kawasaki and Hitachi Construction Machinery developed a joint venture in 2010 to create the best solutions for Tier 4 compliance. This joint venture ultimately led Hitachi to become interested in simply buying us as a way to expand its share of the global wheel loader market.”

Over the past decades, Hitachi had bought and assimilated other wheel loader manufacturers into the Hitachi brand, but the KCM acquisition is its largest. To that end, the KCM name stays with KCMA Corporation, becoming the global home for all Hitachi, Kawasaki-KCM, and KCM wheel loader manufacturing. This includes the total assets of the Wheel Loader division of Hitachi Construction Machinery Group, and the Engineering, Parts, and Support Group from both companies, plus the combining of the manufacturing facility in Banshu, Japan, Ryugasaki, Japan, Ibaraki, Japan, and Newnan, Georgia. This effectively doubles the production capabilities of KCM.



Left: The KCMA Dealer Focus Group comprised of dealer principals and KCMA sales management provides valuable feedback on the brand transition from Kawasaki-KCM to KCM wheel loaders in 2016.

Below: After participating in extensive meetings, the KCMA Customer Focus Group enjoys an afternoon at the track with an Exotic Car Experience.

“Focus groups have revealed that one of our key strengths is our relationships with our dealers and our customers. Customers in particular have stated that they are quite pleased with the quality of our products, and our support.”

—Gary Bell, VP, Engineering & Service,
KCMA Corporation





REPUTATIONS ARE BUILT ON IT

KCMA's new marketing and promotional materials emphasize the commitment to both customers and dealers based on these key insights:

"My reputation is on the line every day. Living up to it is where I find my sense of self-worth. And that's where my power comes from."


"Work is more than the check you take home. Work is what dignifies and defines you. Because work fulfills an agreement. It completes a commitment. And it shows that your word is your bond."

The company will continue the North American manufacturing of select models and components at the current facility near Atlanta, Georgia.

A Strong Statement.

"I can enthusiastically tell you that I'm sold on the KCM wheel loaders," said Jose Ledon, owner of Las Vegas-based Bravo Underground, during a recent interview. "They cycle quickly, they are powerful, have great features, and I've experienced few problems. I can also tell you that I feel the same way about the Hitachi excavators that I've settled on for now over 20 years. And I'm even more excited about the KCM loaders, because they are now owned by Hitachi Construction Machinery. I'm sold on the Hitachi hydraulics and systems."

In the United States, the KCM wheel loaders will continue to be sold and serviced through the existing dealers selling Kawasaki wheel loaders. The North American parts and support efforts will continue to be provided by the facility in Kennesaw, Georgia.

Says Bell: "Our new KCM brand has a tag line of 'Reputations are built on it.' Focus groups have revealed a key strength of our company is that we have a reputation of doing a very good job of relating to our customer, and the end users of our loaders. And they've been pleased with our performance, both in the product area and in the support area. So we want to assure the construction equipment market that KCMA Corporation will continue to be a company that you can rely on; that we have good support systems, good people, very good products, and very good dealers." 

NEW, FEATURE-PACKED COMPACTS



30ZV-2	30 HP	<small>22.2 Kw</small>	.52 Yd³	<small>.40 M³</small>
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40ZV-2	45 HP	<small>33.6 Kw</small>	.65 Yd³	<small>.50 M³</small>
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 “This new KCM half-yard wheel loader comes to North America as a proven performer in multiple markets worldwide.”

—Brad Belvins, Product Specialist, KCM Corporation

Since the onset of the Hitachi/Kawasaki joint partnership in 2015, the Kawasaki, now KCM, loader offering has expanded to include compact articulated wheel loaders from 1.18 cu. yd. capacity to as low as 0.78 cu. yd., with Kubota diesel engines and Hitachi computerized hydraulic controls. Hitachi has partnered with Kubota for decades.

Introduced during CONEXPO 2017 were two more KCM compact

loaders, the 40ZV-2 and 30ZV-2. Both excel in productivity and features, with capacities of 0.65 cu. yd. and 0.52 cu. yd.


The larger compact wheel loaders, the 45ZV-2 and 42ZV-2 models, have already earned reputations for great productivity and feature comfort. The new 40ZV-2 and 30ZV-2 are guaranteed to provide similar results.

Same Technology as Larger Models.

Large Kawasaki, now KCM, wheel loaders are built to be tough and efficient as well. The compact models follow the same protocol as the larger models.

Both the larger and the smallest new models feature load-sensing, electronically controlled hydrostatic transmissions. The same digital feeds provide information to an electronically controlled, variable-load-sensing bidirectional hydraulic pump.

Unlike the larger KCM models with multiple gears, these smaller models only have two: forward and backward. But they can either creep around close quarters or zip up to 9.3 mph. At any speed the travel mode switch offers the most efficient mode for travel or work conditions. The wraparound counterweight lowers the center of gravity, increasing stability and offering a smooth, balanced ride.

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- Easy access to filters, drains, and fittings
 - Side-by-side aluminum radiator and aluminum oil cooler provide easy access for maintenance and cleaning



Great Features.

First of all, both models have real climb-in cabs designed to the same specifications as larger KCM wheel loaders. This includes air pressurization for hazardous applications, cooling and heat, AM/FM radio, plus audio sync for audio input.

Second, both models have standard quick-attach change from one attachment to another, full security lighting, limited slip differentials for slick-going, and 3-spool hydraulic valving with piping and control lever.

Third, both have an automatic bucket leveler and single-level hydraulic control. Plus there's an adjustable seat control and smooth workflow.

The ride in an articulated compact wheel loader, compared to a skid-steer loader, is smooth. Turns are direct, with immediate response. Additionally, there are multiple yard applications in which a KCM compact loader can outperform a standard mast forklift.

It's simple. There's a place for compact wheel loaders in today's world of skid-steer machines and mast forklifts used in outdoor yard applications.

Contact your local KCM dealer to learn more about these proven performers. Or visit www.KCMCORP.com. ◀

All controls are ergonomically designed for easy access and operation.

KCMA INTRODUCES THE 95Z7 TIER 4 FINAL WHEEL LOADER

5.6 CU. YD. BUCKET, 386 HP

➤ Long the flagship machine for KCMA, the 95Z7 T4F wheel loader is now even better. Introduced by KCMA Corporation, a subsidiary of Hitachi Construction Machinery, the new and improved 95Z7 T4F is at home in the most challenging applications, from quarries to hot slag to scrap handling. Equipped with a powerful 6-cylinder, 16-liter Isuzu diesel engine that is both reliable and fuel efficient, the 95Z7 T4F can handle the toughest jobs required. And the emission system on the 95Z7 T4F is one of the simplest in the industry. It does not require a diesel particulate filter (DPF) to meet Tier 4 Final standards. That eliminates issues with DPFs like regeneration, reducing idle time, cold weather operation, periodic cleaning, and eventual replacement of the filter element. No DPF means no DPF issues. The DOC/SCR system used on the 95Z7 T4F does use diesel exhaust fluid (DEF) like all other Tier 4 Final machines.

The performance has been enhanced on the 95Z7 T4F by refining some of the innovative systems introduced on the 95Z7 predecessor. Better responsiveness, faster hydraulics, and more efficient power application make the new 95Z7 T4F more productive than ever. Improvements in the standard lock-up torque converter speeds cycles and improves fuel efficiency. Systems respond quicker to vehicle demands to improve power and speed. The new joystick steering option refines the prior system and opens up the operator area for greater visibility and comfort.

The 95Z7 T4F with the Xtreme or XT package can also be equipped to handle 12-ton payloads, which allow it to load 24-ton dump trucks in two passes.

GET A LOAD OF



OUR NEW LOADER

This version is popular in large quarries that have high truck traffic and want to cycle those customers efficiently. Stability and handling of the XT allows for faster cycling and production.

KCMA has been marketing this model for more than 35 years in the United States. Many of the time-tested features have been retained on the 9527 T4F. Structural features like box frames, heavy lift arms, strong center pins, and dual Z-linkage make this machine durable and capable of a long production life.

Operators love the great visibility of this and other KCM models. Not only is the forward visibility excellent, but the rear visibility is unsurpassed for this size of machine. This rear visibility is enhanced with the two interior and two exterior mirrors, as well as the standard rear-view camera and monitor. Safety can be further enhanced with a proximity detection option to alert the operator of moving or stationary obstructions.

Standard telematics on the 9527 T4F comply with recent ISO telematics standards and provide the owner, dealer, and KCMA with valuable information to improve overall performance and reliability. Not only can location and hours be monitored, but idle time and fuel economy can be collected and analyzed for more efficient operation. Alerts notify service personnel of issues before they become serious problems. Comparison can be made between machines, applications, and operators to recognize areas for improvement.

Overall, the 9527 T4F continues a long heritage of productive, reliable, and economical wheel loaders from KCMA, the oldest ongoing manufacturer of rubber-tired, articulated wheel loaders in the world. ◀



Serviceability and safety are engineered into every 9527 wheel loader. From the Global e-Service Telematics system to the easy-access, ground-level site gauges and fittings, the 9527 loader is designed to simplify your maintenance management.

Our high standard for safety ensures operator confidence, enabling maximum performance.





A SHOW TO BEHOLD!

➤ The triennial CONEXPO show was held in Las Vegas, Nevada, in March and made a resoundingly huge impact—it was the biggest and most impressive of all U.S. construction equipment shows yet.

For everyone working the show, like the salespeople and support personnel from KCMA, it was certainly an exhausting “Wow!” event, especially because of some very big news.

It was at the CONEXPO show that Hitachi Construction Machinery officially announced that they now owned the Kawasaki wheel loader line, and that it would now be called KCM, a part of the Hitachi Construction Machinery Group. It was also at the CONEXPO show that KCMA Corporation introduced the 95Z7 T4F, and two of the newest compact articulated wheel loaders, the 30ZV-2 and 40ZV-2.

A look to the future.

Unveiled at the beginning of the show was a new display by AEM (Association of Equipment Manufacturers), host of the CONEXPO show, which highlighted new Tech Experiences. These experiences included Project AME, the first large-scale use of steel from 3-D printing, the first 3-D-printed working excavator, a Drone Zone dedicated to the newest and best uses of drones for project mapping, and the introduction of intuitive equipment that communicates with each other.

A luncheon honoring the 2017 Top Construction Industry Leaders Under 40 and multiple Educational Seminars and Live Operational and Safety Demonstrations provided plenty for the attendees to experience. Plus, of course, there were all of the displays to check out! ◀

KCMA Corporation introduced several new models while unveiling their new brand “KCM.”

CONEXPO 2017

➤ **2,800
EXHIBITORS**

➤ **200+ PRODUCT
CATEGORIES**

➤ **2.8 MILLION SQUARE FT.
OF EXHIBIT AREA—MORE THAN
THE SIZE OF 50 FOOTBALL FIELDS**

➤ **128,000+
ATTENDEES**

➤ **26,000+ INTERNATIONAL
VISITORS REPRESENTING
150+ COUNTRIES**

Will need to be
updated once
printer is deter-
mined



THE SINGULAR FOCUS OF KCM. THE GLOBAL STRENGTH OF HITACHI CONSTRUCTION MACHINERY.

At KCMA, we understand that we are building something far greater than a relationship, we're building your reputation.

PROMISES KEPT

A FULL LINE OF WHEEL LOADERS

- 16 Models
- .52-9.15 cu. yd.
- 30 HP-531 HP

