



TORQUE-IT-UP

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BIG NEWS

AGIP GIVE A "LIFT" TO CROWN'S BUSINESS

TransDiesel Ltd approached Crown Equipment with a filtration solution offering a superior range of filters to meet and exceed manufacturer's recommendations. This process included a filter-by-filter cross reference to establish the correct range that would need to be sourced, carried and supplied by TransDiesel. Crown Equipment National Service Manager Kevyn Cousens advised, "This was a seamless transition, so when TransDiesel approached Crown with the option of supplying Agip lubricants to partner the filter business, we believed it was an extremely good opportunity for us to add additional quality, at no extra price, to our customers."

"The Agip product is a worldwide recognised brand and TransDiesel have demonstrated a focus on customer service with an in-depth product knowledge, and met and exceeded all of our expectations."



KOHLER MOBILE SHOWER UNIT A HUGE TEAM EFFORT

Thousands of free hot showers have been provided to earthquake affected residents in the eastern suburbs of Christchurch thanks to the large Englefield mobile shower unit deployed by Kohler New Zealand just nine days after the devastating earthquake in February. The mobile shower unit has provided much-needed free hot showers to Cantabrians in some of the worst hit areas of the eastern suburbs.

Many companies were involved in the deployment of the mobile shower unit including Fliway Transport, the Interislander and Strait Freight who transported the unit on its 2,500km round trip.

USANA Health Sciences and Colgate-Palmolive donated soap and shampoo. Rockgas LPG fuel was supplied by Contact Energy and power generation supplied by TransDiesel kept the unit running.

Christchurch Engine Centre and Air New Zealand provided volunteer staffing and assistance along with PMR Services for water tanker support.

John Bourke, Managing Director of Kohler New Zealand said: "The entire project has been a huge team effort, and the associates and volunteers who participated have been humbled by their experiences and the overwhelming response received from the public."



Branches: Christchurch / Whangarei / Auckland / Tauranga / Rotorua / Taupo / Wellington / Greymouth / Cromwell / Dunedin / Invercargill

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WORD FROM THE TOP



TRANSDIESEL ADDS VOLVO AND YANMAR BRANDS

TransDiesel Ltd recently purchased Titan Plant Services Ltd's construction equipment business, the acquisition doubling overnight our company's annual turnover to more than \$100 million and placing us among the top five construction equipment supply companies in New Zealand.

This purchase is significant not only for TransDiesel but also for the construction supply industry. It gives us one of the most comprehensive ranges of equipment to meet the needs of New Zealand's mining, quarrying, earthmoving, forestry, agricultural and portside equipment businesses.

TransDiesel is now well positioned to grow significantly in the next three to five years and realise our goal of being among the top three construction equipment supply companies in New Zealand. TransDiesel is already one of the country's leading diesel engine and transmission businesses.

Our purchase of Titan Plant Services construction equipment business shows real confidence in the industry and the value we place on expanding our existing product range with the Volvo and Yanmar brands.

TransDiesel stands to become a major player in the construction equipment market with the complete product range which will enable us to tender for major industry contracts.

There are good opportunities in the next few years for growth in New Zealand's primary industries, particularly in forestry and mining and we are well placed to capitalise on these opportunities with our nation-wide network of branches, highly skilled sales, service and parts teams and extensive product range.

Work is well underway merging the two companies. TransDiesel now employs more than 160 staff in our 11 branches, with 47 of the Titan team having joined us. They bring with them a wealth of experience and customer and technical knowledge which will ensure we provide our new Volvo and Yanmar customers with the same high quality service for which TransDiesel is renowned.

Mike McKessar - CEO

COMPLETE PRODUCT COVERAGE

For Alister McLaughlin, TransDiesel's purchase of Titan Plant Services Ltd has been a project "dear to my heart".

One of the three founders of TransDiesel 31 years ago, Alister has always championed the equipment side of the business, making the acquisition which has brought on board the Volvo and Yanmar brands, "doubly important" for him.

"This is such an exciting time for the company. It is so great to be adding the Volvo and Yanmar brands to our portfolio of products," he says.



BIG RANGE

"The purchase of Titans is the number one opportunity TransDiesel has been presented with in the last 15 years of our operation. This is a chance to expand and develop the equipment side of our business with premium products.

"For me the purchase makes a lot of sense as it fleshes out our range of products and provides us with complete product coverage. Volvo and Yanmar are just such a great fit with our other brands."

A diesel mechanic by trade, Alister says Volvo has always been a strong competitor with TransDiesel and he has always had a healthy respect for the brand which has developed a loyal and passionate customer base in New Zealand.

"I am impressed with the job our team have done to bring the deal together. It has taken two years and has only happened thanks to the perseverance and determination of all those involved.

"There is a great challenge ahead for us but I am confident we have the people to make this acquisition a huge success."

STRONG BUSINESS VALUES

Strong business values set apart Oamaru-based Road Metals Co Ltd, a loyal customer of TransDiesel's for the last 31 years.

Company Managing Director Murray Francis says TransDiesel is the type of company where deals can still be done with a handshake and you know these will be honoured.

He is excited about TransDiesel's purchase of Titan Plant Services: "While Titans have been a great company and given a great service, there has been a lot of nervousness and uncertainty in the marketplace during the last 12 months for Volvo and Yanmar customers."

"TransDiesel's acquisition of Titans has given a strong direction for the two brands, and importantly, TransDiesel has an

exceptional service and parts operation."

"What I see is a good, solid company running the business; the staff have a clear direction on where the business is going and this is exciting not only for the customer but also Volvo."

"I know TransDiesel is going to do a great job, they are an honest, reliable team who are great to do business with."

Murray says Road Metals has also been a Volvo customer for many years and he looks forward to continuing that relationship with TransDiesel.

"TransDiesel's purchase of Titans has secured a strong future for Volvo in New Zealand."

Road Metals operates crushing and screening plants out of Oamaru, Christchurch and through Central Otago, using equipment purchased from TransDiesel and Volvo loaders.

ACQUISITION "ALL POSITIVE"

TransDiesel's purchase of Titan Plant Services is seen as "all positive" by long-time Volvo customer Paul Johnston of Leeston-based Johnston Excavating and Drainage.

"I welcome the move," he says. "Titans did a great job but it is good to have another company taking over the Volvo brand and looking to grow it."

Paul says while it is a tough time to be taking on a new business, TransDiesel brings a fresh perspective to the brand and has a strong vision to grow the business.



"I think TransDiesel and Volvo are a great partnership with real strength in the marketplace."

Johnston Excavating and Drainage has owned Volvo equipment for the last 15 years, working predominantly in the rural area, however, since last September's earthquake, the company has done a lot of work in Christchurch helping with infrastructure repair work.

HANDS-ON EXPERIENCE SELLS

Ewen Satherley spent 11 years felling 500 trees a day in forests in the North Island using Volvo construction equipment— and that makes him somewhat of an expert when it comes to selling the product.

Now the Territory Sales Manager for TransDiesel in Taupo, Ewen is passionate about the equipment he sells. Often he is still found behind the controls of a tree harvester but rather than felling trees he is extolling the virtues of why Volvo designs and builds the best machinery for forestry work.



For Ewen, there is simply no better product than Volvo. "Volvo equipment is well built, it is operator friendly, has undergone massive



amounts of specialised development and the equipment is fuel efficient. Quite simply, this is the premium product."

Ewen has transferred from Titans to TransDiesel with the acquisition and says the change in ownership is a positive thing for the industry. "There are great synergies between TransDiesel and the Volvo and Yanmar brands; it will work really well."

He says the forestry industry remains buoyant and growth in the industry is expected to continue for some time yet with strong offshore markets in China and India.

Ewen sees nothing but a positive future for Volvo and TransDiesel. "It is going to be positive for our customers; we have the country covered, an impressive product range and good sales and service teams."

IMPROVED CUSTOMER SERVICE

TransDiesel's acquisition of Titan Plant Services gives the company a large nation-wide sales team to provide customers with an improved service, says National Construction Equipment Sales Manager Brian Docherty.

Brian, who worked for Titans for three years before joining TransDiesel in 2008, says TransDiesel's purchase of the Volvo and Yanmar brands will enable him to renew his relationships with many of his old customers.

"TransDiesel now has an integrated sales and product support team which adds real strength to the company's position in the marketplace, in particular our nation-wide network of 11 branches."

Brian says TransDiesel has a great team: "There is a strong sales team who have the expertise and in-depth customer knowledge, backed by a solid network of branches providing exceptional nation-wide coverage and a factory-trained service team who know their stuff – this is excellent for our customers."

Our goal is to sell a premium product with premium service and this will be achieved by employing the majority of Titans sales and service staff and integrating TransDiesel's expertise, already renowned as a leading company in engine and transmission sales, service and remanufacturing. This will

give us real strength in the market. TransDiesel has a face to face sales policy and we have good numbers to do that complimented by our parts sales, oil and filtration territory managers working out in the field keeping regular contact with our customers”.

“This is a fantastic opportunity for TransDiesel to grow its business and it is an exciting time in the development of the company. The acquisition is also good for the Volvo and Yanmar brands, each adding strength to the other’s position in the marketplace.”

He says TransDiesel is a company with a sound reputation and Volvo is a fantastic brand name, this coming together is great for the industry.

“Customers will now find the complete range of quality products is available from TransDiesel, giving the company the flexibility to tailor packages which meet individual customer needs.”

TransDiesel’s flagship products are loaders, articulated trucks, excavators, and crushing and screening equipment, suitable for use in the forestry, quarrying, mining and crushing and screening industries. “We now have the equipment for all work from digging and loading to crushing, screening and hauling.”

WEST COAST MINING BUOYANT



Mining on the South Island’s West Coast offers the greatest potential for TransDiesel to grow its crushing and screening business, says company Crushing and Screening Product Manager, Mark Tinsley.

“There is a lot of activity on the coast with the Bathurst Mine, Stockton Mine, Solid Energy, private companies and of course the gold mining industry.”

He says the company’s purchase of Titan Plant Services provides more opportunities for TransDiesel in the mining and quarrying industries. “We now have the full range of products to supply these industries and it is some of the best equipment available in the marketplace.”

While the quarrying industry has been flat with the Government putting on hold many of the major roading projects in the North Island, Mark says with the addition of Volvo to the company’s product range, TransDiesel is well positioned to capitalise on future growth in the industry.

Crushing and screening operator Cromwell Certified Concrete has three pieces of plant purchased from TransDiesel. Graham McClymont, plant manager at the company’s Amisfield Quarry, is very happy with the relationship with TransDiesel.

“We find TransDiesel really easy to deal with and very forthcoming with any help. They have very good back and

technical support, with equipment and labour . . . parts are always supplied with someone to fit them.

“Adding Volvo can only benefit both sides and adds another string to their bow. We are also pleased that after taking over Titan and adding Volvo, they decided to keep the Cromwell-based Volvo technician.”



VOLVO – THE PREMIER BRAND

Volvo has a reputation in the marketplace for its construction equipment being easy to operate, fuel-efficient, safe, environmentally friendly and technically advanced.

These are all attributes which TransDiesel’s new National Construction Equipment Product Support Manager Brent Mitchell says makes Volvo a market leader and his job so great.

“Volvo’s core values centre on safety, quality and environment and this really makes them a cut above the rest.”

“They are considered one of the most fuel efficient — if not the most fuel efficient — of construction equipment brands on the market. And from the operators’ point of view they are safe and very comfortable.”

Volvo also offers CareTrack, a GPS-based machine status and tracking system. Part of the CareTrack toolbox is MATRIS which provides readings for usage characteristics without having to be on site.

“This is more than a GPS tracking system. Whether from the office, home or on the road — wherever there is internet access — you have a direct line to the machinery, its location, operating status, health, fuel consumption and upcoming service requirements.

“Volvo is the premier construction brand in New Zealand with a strong established market. TransDiesel will look to build on this solid base and strengthen the brand’s position in the marketplace as we work to make Volvo the number one construction equipment brand in the country.”

Brent has joined TransDiesel following the company’s purchase of Titan Plant Services, where he had worked with the Volvo and Yanmar products for the last 15 years.

“Volvo has always been one of the top two market leaders in loader and articulated truck sales. We want to grow our market share and see Volvo emerge as the market leader.”

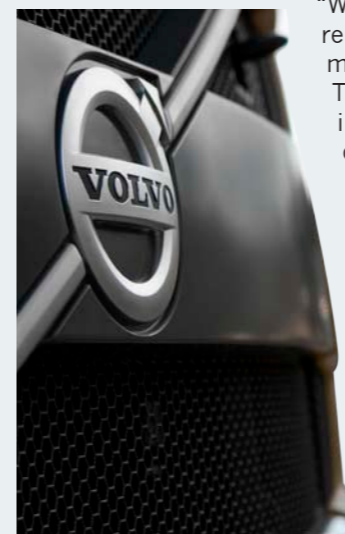
He says while Volvo is the premier brand it is not positioned out of the reach of most people. “Volvo construction equipment can be found in the yards of everyone from one-man operators to fleet owners.”

“The Titans acquisition has TransDiesel strategically well placed within the construction business. We have a greater network of branches, more technical expertise and excellent product back-up service across the country.”

C3’S VOLVO FLEET GROWS

C3 Limited, New Zealand’s largest on-wharf logistics company with over 600 staff in 13 ports, has a fleet of thirteen Volvo Pivot Steer Wheel Loaders working from Northport down to Port Chalmers. The company has another eight new Volvo’s on order, Chief Financial Officer Joe Culling says.

“C3 provides services in stevedoring, marshalling, warehousing and wharf cartage and aims to be the most successful provider of integrated logistics to exporters, importers and shipping lines.



“We have found the Volvo loaders reliable and efficient effective machines to work our log yards. They have a low environmental impact with the lowest fuel consumption for the size of loader we require and their quiet engine makes them ideal for a port environment where we have to be mindful of our neighbours when we are working 24/7, year round.

“The combination of efficiency and power, when required, is combined with great cab ergonomics which makes the loaders popular with our drivers also ,” Joe says.



YANMAR PRECISE AND RELIABLE

Yanmar is a great complimentary product to Volvo, Brent Mitchell says. “It provides good, reliable all-round equipment which is proven in the marketplace.” It is often described as the Toyota of the construction industry.

Daniel Johnston, owner of Earthtech Limited, says they find Yanmar diggers very ‘quick’ in the hydraulics, and with the two-stage controls, also very precise and accurate to operate.

“We do a lot of trenching and digging around services, where this is very important. We love the zero swing abilities and the machines tend to perform at a level higher than their weight in all classes.

“We are double-shifting a couple of our machines for night time work and therefore they need to be reliable and we have had very little issues with the brand. They also have good resale and are economical. “

Earthtech has 32 staff and have been operating since Sep 2001. Daniel says that before the earthquake their work revolved around trenching for power, broadband ducting, drainage and also road construction “of which all have increased hugely since the earthquake”.

“After some challenging years in the construction industry we are looking forward to some positive certainty in forward work.”

Kevin Williams, owner/operator of Digout Services, Kaiapoi, uses a Yanmar ViO 50-5b excavator which he says is ideal for his business.

“My core business is mainly residential work – new housing, driveways, trenching – and light commercial. The Yanmar’s features I like are its versatility and all round capability for the size of the machine. It is more than capable for my work, and perfect for my business.”





ADVANCED TECHNICAL SKILLS

Getting the right skills to the right job at the right time is what TransDiesel will be able to deliver to customers with the purchase of Titan Plant Services says the National Service Manager Graeme King.

With 11 branches and the advanced technical skills of service staff, he says the company will be delivering direct to their customers which will mean a better quality service.

TransDiesel invests heavily in training and trains technicians through a combination of online and practical training. Four of the company's major agency lines are using the interactive on-line training modules.

The online modules are the pre-requisite for the practical courses, Graeme says.

"The practical courses are run by our technicians who of course are already qualified and certified to provide a high quality service, but have also trained as trainers. They train the technicians through to the manufacturers' requirements."

To provide the fast, responsive technical support, TransDiesel has 45 qualified technicians located around the country. They provide not only the ongoing technical support but also are product champions and the "go to" people for urgent problem-solving and troubleshooting, Graeme says.

"That's how we can deliver on our promise of fast response times and high quality service."

The first tasks are to bring the two service teams together, combining the two Christchurch service sites into one at TransDiesel's headquarters in Halswell Junction Road and to grow operations on the West Coast to support the burgeoning mining industry.

"As we get more equipment working on the West Coast it is critical we ensure we have the on-site capacity to service the equipment and meet customer needs. This will be important as the company grows."

Graeme says a good team has come across from Titans and everyone has embraced the changes and is working for a smooth transition. "Our priority is to embed the two systems and share the vast technical and customer knowledge within the two teams."

"This is a positive challenge for everyone, and an exciting time for our staff and customers."

He says within the integrated teams there is a high level of mechanical expertise and some highly skilled and experienced staff.

During the next few months, Graeme says he will be getting out

around the network, meeting staff, customers and ensuring the operations merge seamlessly.

"Our challenge will always remain to ensure that whatever equipment we put into the marketplace, we have the service and parts teams to provide the necessary back-up."

INTRODUCING LADY ELIZABETH IV



After patrolling Wellington Harbour for nearly 20 years, the police launch Lady Elizabeth III powered by 2 Detroit Diesel 8V92TA's has retired and has been replaced with a new aluminium launch, Lady Elizabeth IV. She is based on the same generic Teknicraft Design as the Auckland launch Deodar III, but with modifications to cater for heavier and more turbulent weather conditions that can prevail in Wellington and the Cook Strait.

Built by Q-West Boat Builders Ltd in Whanganui, Lady Elizabeth IV is a state of art 18.5m Teknicraft Design, foil assisted catamaran, powered by two 8V 2000 M92 Common Rail MTU diesel engines developing 810kw of power each at 2450rpm. The MTU's drive two 403 Hamilton jets using Blue ARROW electronic controls. MTU's were chosen for their fuel efficiency and compliance with emission standards. She carries 4700 litres of fuel in her tanks and being a catamaran hull she can travel across the water quicker with a speed of 30 knots (56kph) which equates to around 62% of maximum power. Also onboard is a 18.5kw Lombardini generator which supplies power for the household and other appliances.

She is designed to be able to patrol for up to 7 days independently with up to 8 crew, so will be able to go to sea for extended periods. She also carries a rigid hull inflatable boat which can be launched while underway. This enables staff to board other vessels, to go ashore, and to help with inshore search and rescue work.



Lady Alison is a true Blue Water Sportfisher built by Lloyd Stevenson and designed by Bill Upfold of Elite marine. Custom designed and personalised to her owner's specific requirements she has been engineered and built to cope with extreme conditions.

Lady Alison has completed 1,000 hours per year travelling and fishing extensively in the Pacific ocean. She has had many Trans

Pacific voyages including sailing to Vanuatu, Cairns and Fiji twice.

Powered by two 1200hp 8v200M93 engines she has a cruise speed of 26 knots. The owner of this private boat claimed that the 8v2000 MTU engines have been exceptional. TransDiesel recently completed a scheduled maintenance service on the engines after 4,000 hours, which included servicing the engines, a cylinder head gasket update, replacing injectors, vibration dampers, thermostats and filters, cleaning the heat exchanger and a turbo charger inspection.

Achieving 4,000 hours in the time period that Lady Alison has been in the water, is a testament to both the boat and her engines true capability.

TransDiesel have completed all servicing on Lady Alison's engines and the owner of the vessel remarked that "TransDiesel and MTU have provided exceptional quality and level of service and I certainly wouldn't use anyone else."

CHARMING KARIZMA



Photo courtesy of Bryce Taylor Photography (Auckland NZ)

Formula Cruisers have launched "KARIZMA", their latest ICON 54 in Auckland.

KARIZMA is the eighth ICON 54 hull built and she includes a number of new features, including frameless glass window profiles and a larger, fully enclosed fly bridge with a forward helm and aft bulkhead complete with electric drop down window.

Formula has taken the opportunity to work with Karizma's owners to make a number of changes throughout the boat. "A lot of the changes are subtle improvements on what we know works from our previous boats" said Troy Woods, Formula's Sales and Marketing Manager, "but taken as a whole they are significant. "Karizma" would be without doubt the most cruising orientated ICON 54 we have built to date and most areas onboard have undergone some degree of change to better reflect the owner's plans for the boat."

She is however still setup for game fishing, with a number of tournaments planned.

Powered by twin MTU 825hp engines, Karizma has a top speed of over 32 knots with comfortable cruising from 20 - 26 knots. Karizma boasts an extensive equipment list including air conditioning throughout, bow and stern thrusters, 17 kw generator, washing machine/drier, 500 kg davit, water maker and satellite TV.

GRIFFIN SOARING HIGH

TransDiesel are now a distributor for Griffin filtration products. Griffin products include a range of filtration media, from filter elements to completed filters and water separator systems, suitable for many applications including automotive, power

generators, marine, heavy/agricultural equipment and fuel storage tanks.



Griffin marine series filters can separate water from your fuel with up to 99.8% effectiveness. They remove any damaging contaminants from your fuel system, thus protecting your engine and enhancing your engines performance and power. Griffin filters are high capacity, longer life and easy to replace.

AGIP ON THE ROAD

TransDiesel are now offering an oil delivery service for bulk users in the Auckland to Rotorua areas and have employed John Mahia as the driver who will manage all of the deliveries. Fitted onboard the truck are two Kohler engines that power the pumping gear enabling fast pump-overs to bulk storage tanks. The truck will be doing weekly runs between Auckland and Rotorua.



J-1160 JAW CRUSHER MAKES ITS IMPACT

JSB Contracting is a family business operating under the guidance of Kerry Lupi and sons Brad and Chuck. As well as undertaking various contracting and development contracts JSB have also developed a Quarry on family land at Kerikeri.

Any crushing has been previously undertaken by a Northland contractor using Terex Finlay portable crushing equipment. JSB and TransDiesel Ltd have a long relationship with JSB running a fleet of Terex motor scrapers and articulated dump trucks. As production increased from the quarry it became viable to buy their own crusher. The history between JSB and TransDiesel and the experience JSB have had with the Terex Finlay equipment made the new J-1160 an obvious choice as the primary crusher for the quarry. The Lupi family were impressed with the options available on the J-1160 and the build quality was enough to convince them. The J-1160 is designed to suit both quarrying and recycling applications. It is a fully mobile, compact and high performance machine with a high output and reduction ratio.

