



From video presentations to interactive exhibits, the Kawasaki booth packed a visual punch.

## CONEXPO-CON/AGG 2011

# WRAP-UP

It's hard to not be awed by a show like the CONEXPO-CON/AGG — the largest trade show of its kind in North America. There were over 117,000 registered attendees, with nearly a quarter of them internationals from over 150 countries. Over 2,400 exhibitors set up in more than 2.34 million (217,400 m<sup>2</sup>) square feet of exhibit space. In fact it was the second largest CONEXPO-CON/AGG ever held.

We're not certain if all of the attendees came by our Kawasaki exhibit, but it sure felt like it!

The joint exhibit with KCM and KCMA garnered a lot of interest in all five of the new machines on display — the official release of the 42ZV-2 and 45ZV-2 IT4 compacts, the 85Z7 and 90Z7 Tier 4 prototypes, and the 65Z HYBRID. Visitors admired the powerful performance specs bundled into Kawasaki's two new compact wheel loaders. They took part in the interactive exhibit over at the new 90Z7, which gave them an opportunity to see the new operator controls, and get a sense for the new technology engineered into these working-class wheel loaders. "Wow, that's

a good-looking wheel loader" and "That's a really nice wheel loader" were overheard repeatedly throughout the show.

The 65Z HYBRID especially generated a lot of interest. As a concept machine, this drew interest from engineers as well as operators and equipment owners. No one seemed to mind that a release date for the North American market had not yet been determined. A constant stream of visitors watched the detailed video explaining the new hybrid technology and its ability to save over 35 percent in fuel expenses.



The FASTTrack Sweepstakes gave attendees an opportunity to register to win one of five free King's Experiences with Richard Petty Driving Experience. The NASCAR on display was surrounded by onlookers and photographers throughout the day.

Organizers of the show also gave an upbeat assessment of the event, describing the prevailing mood among exhibitors and visitors alike as "overwhelming positive." Others noted there seemed to be an unexpected readiness to buy on the part of attendees. It appears the construction equipment industry has turned the corner in the North American market.

KCM and KCMA assessed the show as a very successful endeavor, especially in light of it being the first time they have participated in CONEXPO. Retail sales as well as machine orders have already been received as a result of the show, and dealer personnel are in high gear following up with show attendees.

"It goes without saying that CONEXPO was a great success for us," stated Gary Bell, Vice-President, General Manager KCMA. "The location was very good — away from the big guys but still prominent, and received good traffic flow. The machines looked great. I think we all agree that we will have the best-looking loaders in the industry. We had excitement and innovation with all of our new machines and the Hybrid. I think dealers are pumped, customers are impressed, and competitors are worried."



The 65Z Hybrid and its video had a constant stream of visitors.



A lot of contractors showed interest in the Kawasaki Tier 4 prototypes.



#### FASTTRACK SWEEPSTAKES WINNERS

- Jeffrey Tyson, Buckeye Ready Mix
- Michael Roche, Dewer Carolina Coil
- Ryan John Julio, Mortimer's Excavating
- Randy Fly, Sand Products
- Darcy Munro, Northern Lights Paving