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# Ho Hum in Atlanta

This year's American Rental Association's Rental Show was upbeat and successful, in spite of lower attendances. On the other hand the absence of new product development was very noticeable. Time was when at least one manufacturer rolled out groundbreaking new lifts every year. Genie clearly wins the innovation award this year, with an AC drive train on its 40ft boom and a levelling system on an electric scissor lift to create the GS3232.

Snorkel, JLG, Bil-Jax, MEC, Custom, Xtreme and Sumner also launched new products, but more evolution than revolution. This is a clear indication that the aerial lift industry is maturing and that the rapid developments of earlier years are behind us. Most development spending is now being targeted at refining existing products and designing cost out. While this is likely to be of greater value to rental companies it does make the ARA less interesting.

## Attendance

This year's show was originally scheduled to be in New Orleans, but was switched to Atlanta after hurricane Katrina hit. The total number of visitors slipped from 6,490 last year to 5,613. In terms of space, the show was sold out well before the doors opened, with 25 companies going on a 'standby' list in case of cancellations. In order to prevent this happening next year the ARA has contracted for more space in Las Vegas.

## Genie 40ft Boom and tall narrow scissor

Genie unveiled its new 40ft Z40/23nRJ boom lift - based on the Z45/25DC the new model is clearly targeted at JLG's M400AJ. The new Genie has slightly more outreach and platform height and a higher travel speed, otherwise it is very similar to the JLG. In order to 'up the ante', Genie has installed a new AC motor direct electric drive system, possibly the first aerial lift to use this technology. Benefits include regenerative braking; more torque; a higher drive speed and the ability to counter rotate the drive wheels for better turning. However apart from its fast drive

speed, the Z40/23n offers little improvement over existing products. Most European visitors we spoke were clearly disappointed that the new Genie boom was not a lightweight 1.5 metre articulating boom along the lines of the Nifty HR12 or UpRight AB38.

### How does the new Genie Z40/23n stack up?

Spec	Genie Z40/23RJ	JLG E400AJPn	Haulotte HA15IP
Platform Ht	40.4ft/12.3m	40ft/12.19m	42.6ft/13m
Overall Width	1.5m	1.5m	1.5m
Outreach	6.9m	6.8m	7.9m
Up & Over Ht	6.5m	6.5m	6.5m
Rotating Jib	YES	YES	NO
Drive Speed	4.5mph/7.2kph	2.9mph/4.8kph	2.8mph/4.5kph
Turning Radius (o/s)	3.2m	3.15m	3.7m
GVW	6,940kgs	6,863kgs	7,300kgs
Drive	AC direct Electric	DC direct electric	DC direct electric

\*RJ = with rotating jib option



The AC drive system on the Z40n

The new Genie Z40/23n

The other new product from Genie, the GS3232 'skinny mini' electric scissor lift offers definitive benefits. The new model uses the 820mm wide chassis and basic platform from the GS2632 combined with the scissor stack from the GS3246. The big new feature is the four inboard jacks it uses



to ensure that the machine is always perfectly level - it will not rise above 22ft unless the jacks have been properly set. The result is a tall, narrow scissor lift that will pass through a standard single doorway and yet weighs only 350kgs more than a 26ft narrow scissor at 2,352kgs.

The GS3232 can still drive while elevated up to 22ft. If working at this height and needing to go higher, the platform must first be lowered and the jacks set with a simple auto level button. The jacks provide the 32ft height without excessive counterweight so that the 3232 can use the same drive train as the smaller GS models. An additional benefit is that the machine can be leveled by up to five degrees side to side and three degrees end to end.



The Controller has an extra pad for setting the outriggers.



C&a

ARA show

Skyjack had much to talk about



The new GS3232 goes through a single door and works up to 38ft

## Snorkel and 85ft Articulated Booms

Snorkel is runner up in terms of innovation with its AB85RJ. This new 85ft platform height articulating boom lift is both the first Snorkel and the first 80ft boom to offer a rotating jib. The models main benefit though is its working envelope. It has a working outreach of almost 19.5 metres - an industry best - at an up and over height of 8.5metres. With zero tailswinging, thanks to its dual sigma type riser, three section top boom and articulated rotating jib, this looks like the best new product from Snorkel in years. The company took a good number of orders for the new model at the show.



How the new Snorkel stacks up

Spec	Snorkel AB85RJ	Genie Z80/60	Haulotte HA260PX	JLG 800AJ
Platform Ht	84.5ft/26m	80ft/24.3m	77ft/23.6m	80ft/24.3m
Max Outreach	19m	18.3m	15.7m	15.7m
Up & Over Ht	8.5m	8.8m	6.8m	9.8m
GVW	17,700kgs	17,000kgs	15,900kgs	15,000kgs
Gradeability	45%	45%	40%	45%
Rotating Jib	YES	NO	NO	NO

JLG

The interest on the JLG stand related more to its new owners, Oshkosh, rather than its products. Oshkosh branding was already in evidence and senior managers were present on the stand, including chairman Bob Bohn. Oshkosh made it very clear that it is 'a hands on - in it for the long term owner'.

"We are owners and operators not buyers and sellers of businesses" said Charlie Szews, interim president. He also stressed that Oshkosh has a strong belief in the power of innovation and has a history of 'firsts' in its other businesses.

The only new product from JLG was the 1230ES mast lift. The company has clearly reversed engineered an UpRight TM12, adding some significant improvements along the way including direct electric drive, saloon style gates and component access. It claims to have 236



percent more battery life than the UpRight and thanks to its electric drive - fewer hoses and fittings and thus less chance of oil leaks.



The new JLG 1230ES demonstrating its ability to ride elevators

Skyjack

Skyjack had no new products on display but had plenty to talk about. The company showed the final production version of its 45ft straight boom and the first CE unit will be at Bauma. Skyjack has also significantly stepped up its engineering efforts and will launch a 60ft straight boom at the end of this year with a 45ft articulating boom to follow in 2008.

In order to provide more European input into its product development programme, Skyjack has employed David Hall who was previously responsible for Manlift engineering in Europe. In addition to expanding its aerial lift range, Skyjack is looking at telescopic handlers and carrydeck cranes.

UpRight

There was nothing new on the UpRight stand in terms of products, but the difference from last year could not be more radical. In its first American show with its new owner, UpRight was out to make an impact with its US relaunch. In order to do this the company raffled a \$75,000 Shelby Mustang and announced that it was close to signing a contract on a new green field production facility in *Darren Kell congratulates Max Christopher of Tennessee-based Christopher Equipmen. after he won the special Shelby Mustang*



California. It also announced a Benelux distribution agreement with Platform Sales Europe with rights to sell in Eastern Europe and other markets. As part of this deal PSE ordered 1,200 scissor lifts in addition to a 100 unit order for AB38 boom lifts.

Haulotte

Haulotte used the show for the US launch of its big boom lifts and new sales and service outlets. It also exhibited a Haulotte branded Dino Lift which it is distributing in North America and other markets. It stated categorically that it has no plans for a USA production facility until it has the sales volume to justify it. Alexander Saubot said "I have seen too many other companies follow the advice that to succeed in the USA you need to produce here, only to find that after making the heavy investment nothing changes. We will not make that mistake." Haulotte will use Bauma for this year's new product launches with four new aerial lift products plus its own telehandler models to debut in Munich.

MEC

Mec unveiled its new large rough terrain scissor lift range - the 91 series with 25, 33 and 41ft platform heights and 900, 680 and 450kg lift capacity respectively. All units are 91 inches/2,310mm wide, 3.65 metres long and include a 1.2 metre roll out deck extension. Auto leveling outrigger jacks are optional. Also new on the stand was the 3772RT a 37ft/11.2 metre platform height version of its compact rough terrain scissor. With its 1.8 metre width, 2.98 metre overall length and auto-leveling jacks this product offers something new. The company also confirmed that it has settled its differences with Manitou which had taken legal action against MEC's European master distributor.

In terms of telehandlers, MEC is claiming substantial sales in the 12 months since it purchased the designs from Volvo. So far all of its sales have been the low boom European style models, rather than the high boom versions.



The new Hybrid 1430 from Custom

Custom

Custom Equipment unveiled the CE version of its successful Hybrid 1030 micro scissor lift, the company is considering its distribution options for Europe. It also showed off its new HB1430 which incorporates many of the features from the 1030, including its dual steering wheels and low entry height but offers a platform height of 14ft while weighing a mere 750kg, the same as a 12ft mast lift.

Bil-Jax

Now wholly owned by its management, Bil-Jax did not show off its new self propelled product but instead concentrated on developments to its trailer lift line which it hopes to introduce to Europe in 2007. The company will be exhibiting at Bauma.

The 2008 Rental Show is set for Feb. 11-14 at the Mandalay Bay hotel - Las Vegas

MEC introduced a 37ft Compact RT scissor





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