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# Manitowoc on the move

**C&A** all terrain cranes

Manitowoc has started to merge parts of its Grove mobile and Potain tower crane businesses in Europe, following similar moves in the Americas and Asian-Pacific regions. While the two crane lines will remain independent in terms of operations and product management, they both now share a new leader in Orlando Mota - senior vice president Europe & Africa - responsible for sales, marketing and support in Europe and some African countries. Other senior appointments include global product managers Christophe Simoncelli for tower cranes, Giorgio Angelino for All Terrain cranes and Jean-Noel Gros for finance and administration. C&A editor Mark Darwin spoke with Orlando Mota about his plans.

Orlando Mota, 42, graduated from the University of Minho/Portugal in 2002 with an MSc in Mechanical Engineering. He kicked off his career as operations manager at mining and earthmoving company Mibal, joining Manitowoc in 2004 as a parts and service manager and was then promoted to managing director of Manitowoc Iberica. In 2016 he was appointed Mediterranean area director, and then vice president tower crane sales for Europe & Africa. In January mobile cranes were added to his regional responsibilities covering all the customer facing aspects for the Grove and Potain brands. During his time with the company he has been in charge of sales operations, after-sales, support, development, marketing and distribution networks for an increasingly wide area.

"My main aim is to maintain investment in new products and technologies while keeping an eye out for opportunities to enlarge our market coverage," says Mota. "To do that, we are paying close attention to the voice of our customers, which is crucial to meet market needs."



Orlando Mota

The Grove All Terrain product line currently ranges from the new 50 tonne GMK1050-2 to the aging 450 tonne GMK7450.

"We are currently working on a smaller two axle 40 tonne crane - either an AT or City-type crane. It is a niche market and one which we expected to disappear a few years ago - but it hasn't. There is however increasing pressure for this size of crane to be cost effective and our



Grove GMK 5250XL-1



GROVE GMK 4090

engineering group is working hard to achieve this. It is still early days as we are not planning to introduce the new model for another year to 18 months."

Up until 2015 Grove built two axle All Terrain cranes in Italy, however it has not yet decided where the new model will be built, the choice is between Italy and Germany. The company is also working on a larger crane, most likely with a capacity of between 550 and 650 tonnes.

"We constantly look for product line gaps and have identified some opportunities in the middle of the range and are working on several projects but launch dates may be a

few years off."

The company unveiled three new All Terrains at Bauma in April, a new five axle and two new three axle models.

"We believe in developing cranes our customers can use in a wide variety of projects in order to achieve a better return on investment," he said. "The GMK5250XL-1 is an update to our existing GMK5250L the key difference being an extra 8.5 metres of main boom for more reach so it can cover more jobs. We have also maintained the class-leading lift performance, manoeuvrability and fast set up of the GMK5250L which make it such a popular choice with our customers."

"In the three-axle category, the GMK3060L has a powerful, 48 metre, seven section boom and maximum tip height of 65 metres, while the GMK3050-2 is an update of Grove's long-running three axle offering, the GMK3050-1. It offers a 40 metre main boom, fast operating speeds and a single counterweight configuration for ease of use. It's engine and overall design have been updated to meet the latest requirements of Euromot 5 which

Grove GMK 3060L



Mota says the new Hup self-erectors are a real success





also covers both Tier 4 Final and Tier 3 regulations in the US and the rest of the world. Both the GMK5250XL-1 and GMK3060L offer the most compact footprint in their class, and both have best in class load charts when configured in 'taxi mode' with 12 tonne axle loads."

### Global All Terrain market?

"The All Terrain market got off to a strong start this year, particularly in the Americas and Europe, while the Middle East has been soft for the past year or two. However European markets also softened mid year partly due to the wind sector not progressing as anticipated. Some strong markets such as Germany also softened, but from August/September have picked up. America - strong until June - has gone off the boil a little, while some countries in Asia are doing well and Australia - one of the biggest markets in that region - is good."

"A new development for 2019 is Chinese manufacturers managing to sell more All Terrain cranes in Europe. The numbers have been very small, but are now on the increase including some shipping into Germany. We have also seen increasing price pressure this past couple of years but hopefully the Tadano/Demag merger will result in a little more stability."

### Changes to Manitowoc Crane Care

"We have changed our product support structure with the aim of providing faster and more effective customer support, and I am confident this will enable us to become closer to our customers than ever before. It will also make it easier to focus on implementing 'Voice of the Customer' feedback when it comes to new products and market demands. I would like to improve our service and parts responsiveness, as well as technical support."

### Tower cranes

Mota is also responsible for Potain

tower cranes. The trend over the past three or four years has been towards larger capacity cranes to meet the increasing demand for bigger, heavier prefabricated components on large projects in order to improve speed and efficiency.

"The tower crane market has been doing well in Europe," says Motta. "Some of us last year had concerns for 2019, however business has continued to be pretty robust including the main markets of Germany, France and Switzerland which remain strong. This is partly due to us continuing to support customers after the crisis of 2009 and we are now getting that recognition, with customers now coming back to us for new cranes."

### New hydraulic luffers

Potain has launched two hydraulic luffing jib cranes recently - the MRH 125 and MRH 175. There are no immediate plans to develop bigger models, but work is being done to refresh its conventional MR luffer range.

"Luffers have always been popular in the UK and we thought this would spread to other countries. Parts of Asia and the US use them, but market penetration is not growing as quickly as we anticipated a few years ago. The new Hup self-erecting cranes however are a real success in a growing number of countries. We are continuing to evolve the range and are developing new mobility features, while looking at larger self-erecting cranes."

Potain has also introduced the new Hup C 40-30, its first crane on a tracked base, allowing it to move relatively easily around sites. The crane was developed with longstanding Swiss dealer Stirnimann which has already purchased six units, but Motta thinks the concept will appeal to other customers in Europe and North America.

The crane has a compact transport

Potain has launched two hydraulic luffing jib cranes recently - the MRH 125 seen here at Vertical Days and MRH 175



A GMT300L and GMK6400 working at an abandoned General Motors facility in Detroit



length of 13.5 metres and an overall width of 2.55 metres. With its built-in generator, it can move and be erected without outside help.

When stowed, the crane can travel at 25 metres a minute and features hydraulic front levelling up to 30 percent and side levelling to 12 percent. Its footprint is five by 4.5 metres. The crane can also travel at 10 metres a minute on slopes of up to five percent when erected.

"Aside from the Hup C 40-30, we will be delivering the first new models of the Hup M 28-22 self-erector in early 2020 - the M standing for mobility. It's not just speed to market that customers demand in today's world - they also want greater mobility on site. The Hup M uses a new integrated steering axle and permanent ballast for faster easier delivery to site, while making it easy to work with. We have already received interest from customers in Germany, France and the USA. For the top slewing

cranes, we have just released the biggest topless model so far - the 40 tonne MDT 809."

### Global slow down?

"While markets may not continue to grow over the next year or two, neither will they collapse," says Motta. "We are going through a period of uncertainty which customers and investors do not like. There are a number of reasons causing this including Brexit, the elections in the US next year, the trade war between the US and China and the uncertain oil price. These uncertainties are slowing down decisions which affects the global market situation."

"Before the Tadano/Demag acquisition we were ahead of both of them in terms of global sales. We are in decent shape and have been gaining market share over the past two years, particularly in Europe and the USA. However we can see that there is still room to increase our market share in the coming years."

Potain MCT 325







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