

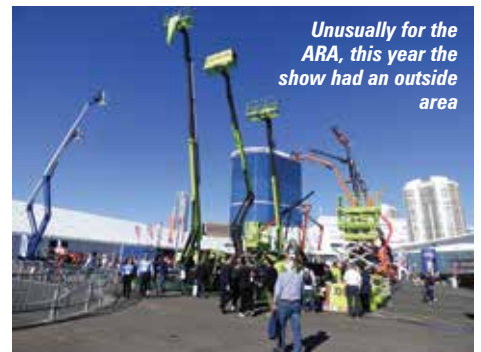


A BUSY ARA

This year's American Rental Association's ARA Show was held earlier than usual at the end of January in Las Vegas. While the first day was busy and people were discussing orders, it lacked the 'buzz' of last year's event held in New Orleans.

The show also seemed a fair bit smaller than usual, but there was plenty to see and a good few new or updated products. What did stand out were a number of 'Hot' features that almost all manufacturers chose to highlight such as rotating articulated jibs, 'step up' platform attachments and basket accessories for boom lifts, such as mid-height grilles. The following is a brief overview, while a more comprehensive pictorial overview can be found online.

This year the Genie stand was one of the busiest, partly due to the number of stand manning staff on duty, but also thanks to a number of quite radical new products such as its new generation slab electric scissor range with curved scissor arms. Seeing them in the iron highlighted just how unusual - and probably expensive - a concept they are. The attention to detail on these new models is quite exceptional for what has become a relatively generic product sector.



Unusually for the ARA, this year the show had an outside area



Sinoboom + basket



Genie's curved scissor arms attracted attention



LGMG basket



JLG basket



Also on display - the new GTH 1244 telehandler...



...and 4x4 buggy

The other stand-out display in terms of new products came from MEC with more new booms on show including 60ft and 65ft versions of the Dual Reach boom lift concept it unveiled last year as an 80ft boom. The benefit is that it can switch between a pure telescopic or an articulated boom - two machines in one.



The 60ft Dual Reach and 66RJ

It also launched a more traditional boom lift, the classic 66ft telescopic 66RJ, with rotating jib. The final new boom lift announced was the 135ft 135RJ with 43 metre working height, rotating jib, 408kg maximum platform capacity and 24.4 metres of outreach.



The MEC 135RJ - available now



Caterpillar re-entered the telehandler market, but only in North America with four new models built in England - the TH0642, TH0842, TH1055 and TH1255 - with lift heights of 13 and 17 metres and capacities of 2,700kg to 5,400kg.



The highlight of the JLG stand was the all-new 1,600kg/4m E313 mini electric telehandler, built in Spain by Ausa



CTE had a couple of spider lifts on show alongside one of its Plano lift stair climbers, but was mostly promoting its new dealer network



Sinoboom was out in force with its Mexican built products and the AB520EJ Plus boom lift



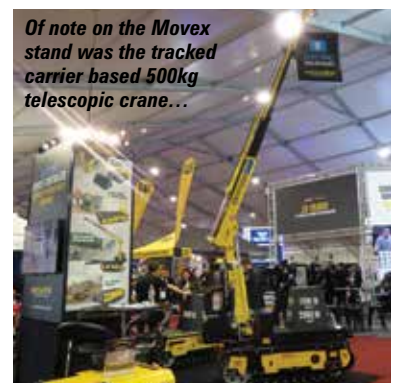
Sany had a lone electric scissor on display alongside its STH 1056A North American telehandler



Maeda had a stand in the outside pavilion



Magni showed its relatively new 3,000kg/6m compact telehandler - the TH3.6 - alongside its larger models



Of note on the Movex stand was the tracked carrier based 500kg telescopic crane...



GMG made an impressive return to the event with numerous new products including a four metre platform option. Its products are now built by a well-known manufacturer in a new facility in Monterey, Mexico

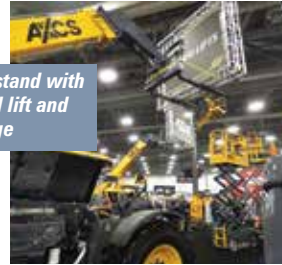




A surprise came in the form of Italian stair climber manufacturer Zon Zini with its Domino model



AXCS - Hy-Brid stand with a growing aerial lift and telehandler range



Hoefflon and Easy lift were on the Up



The Fascan stand was packed with Jekko spider cranes, alongside Almac products and a Fassi loader crane

Platform Basket is represented by Track Lift and showed several models topped by the 33m Z33:15

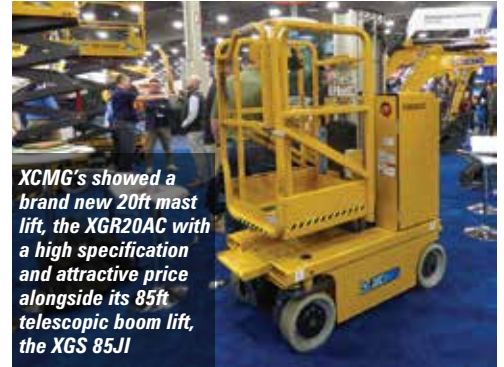
Tim Whiteman made his debut with Noblelift and its Malaysian built scissor lifts on one of the smallest stands at the show



The largest scissor lift on the show, a PB sold by distributor Lizzy Lift, which is also looking to introduce the electric Rough Terrain scissor lift concept with the new PBS180-19E 4X4 all electric scissor lift



Haulotte had nothing radically new but of interest was a tracked carrier with Bil Jax frames on board



XCMG's showed a brand new 20ft mast lift, the XGR20AC with a high specification and attractive price alongside its 85ft telescopic boom lift, the XGS 85JI

Canada's UP Equip's stand with Hoefflon cranes, Easy lift spiders and AlmaCrawler products

Teupen - now part of Altec - displayed the Leo 30T Plus, which becomes the TC98J in the USA



CMC's new S20 created a good deal of interest at the show

Manitou highlighted its full range, but also showed its new 65ft TJ65 Plus boom lift

LGMG had a new telehandler with standard five year warranty and a new 25ft mast lift, the M2530SE

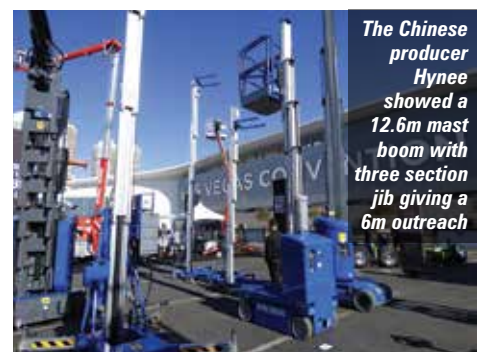
Skyjack celebrated its 40th anniversary at the show



Zoomlion unveiled a new 10m mast boom, the ZMP 30J



...and a 16ft mast lift, the ZMP16



The Chinese producer Hynee showed a 12.6m mast boom with three section jib giving a 6m outreach