



Selecting MEWPs for Sustainability

Giancarlo Bobbio

Marketing Director - Americas

www.haulotte.com



Environmental protection

- > Engine regulations are more and more restrictive (STAGE 3 → 4 → 5)
- > MEWP manufacturers must comply and work closely with engines manufacturers
- > LEZ: Low Emission Zone are growing more and more in big cities

One example is the C40 that groups 40 of the biggest cities in the world that want to address climate change. One of its main goal is **to ban Diesel engines** from city centers in few years.





How can we can go even further than regulations?

At Haulotte we try to address the following issue

> A worksite is a loud and polluting Ecosystem.





On-site observations results:

- In average the engine of a MEWP runs uselessly **20% of the time**Resulting in:
 - **▶** Noise, CO² and particle pollutions
 - > Hour meter is also taking hours unnecessary





Our answer: "a simple system that has direct positive results on health and environment."



FUNCTIONING

- Automatic engine stops after 90 sec of boom inactivation
- Automatic restart once the enable pedal is activated
- > Fully transparent for the users

BENEFITS

- Noise & Fuel reduction of 20%
- Better resell value of the equipment
- > Total Cost of Ownership improved









Safety system



People's Protection - Transport

Facts

- > 95% of the MEWPs are owned by Rental companies
- > When it comes to rental equipment "Transportation" is a dig deal
- > Each year in the world there are millions of machines rotations



Safety system



On-site observations:

We have followed truck drivers delivering machines to worksites

Results:

- Most of the time deliveries happened early morning or late evening
- > In most of the countries during winter, the light goes down very early
 - Truck drivers have to load and unload machines at dusk, dawn or even at night

Safety system



Our answer





Multiple integrated lights for a perfect visibility to avoid any inadvertent damages or incidents.

3 modes: **ON / OFF** and **AUTO** which detects when the light level is too low.

BENEFITS

- Increase **SAFETY** and **PRODUCTIVITY** for loading and unloading on trucks at twilights hours
- Allow users to SEE and to BE SEEN while driving on the worksite



How do we innovate at Haulotte?



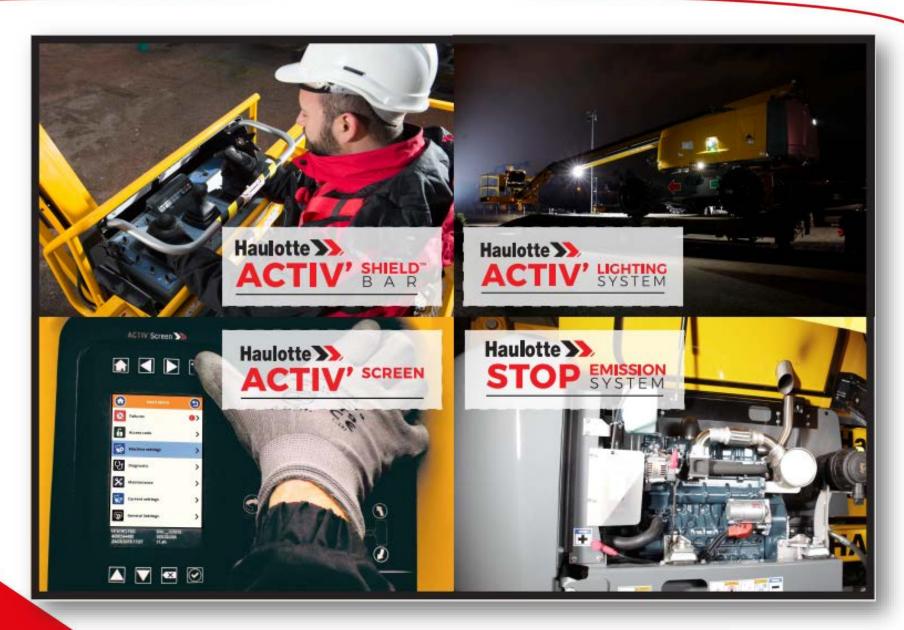
3 Step Innovation Process:

- > Study of the MEWP Ecosystem and usages by a multi-skilled team
- > On-site observations of users, transportation and rental companies operational difficulties
- > Field test with customers
 - Launch on the market



Latest Haulotte Innovations







THANK YOU FOR YOUR ATTENTION

LET'S CREATE SUSTAINABLE RENTAL COMPANIES



