

ERA Convention 2012

“Changing Rental”

Ammann Group
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Ammann Construction Equipment – 2 Divisions


Asphalt and Mineral Plants



Compaction and Paving Machines




Milestones

1869 Founding of the
 Ammann mill workshop
in Madiswil


1896 Relocation to the railway
junction freight yard in
Langenthal

1908 Swiss patent obtained
for tar macadam
machines

1911 First Ammann engine-
driver road roller


1930 Manufacturing facility
 opened in St-Dizier,
France


1931 Distribution agreement
for Switzerland with
Caterpillar


1984 Acquisition of the
 Alfelder Iron Works in
Germany


1984 Founding of UAV and
acquisition of Duomat
GmbH in Hennef,
Germany

1989 Founding and
development of joint
venture company
Ammann-Yanmar in St-
Dizier, France

1991 Acquisition of Società
 Italiana Macchine SIM in
Bussolengo, near
Verona Italy


1995 Acquisition of Rammax
 in Metzingen, Germany


1997 First dealings with
 China in the field of
asphalt


2000 Fondation d'Ammann
 America

2001 The Swiss trading
company Ulrich
Ammann AG is
renamed Avesco AG


2005 Manufacturing facility
opened in Shanghai,
China


2005 Acquisition of Stavostroj
 in Nové Město nad
Metují, Czech Republic

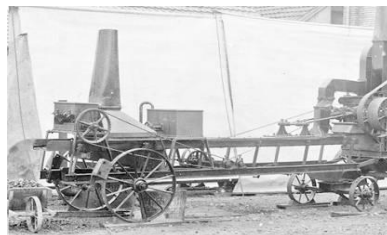
2007 Founding of Ammann
 Romania and Russia

2008 Founding of:
 - Ammann Ukraine
 - Ammann Iberia
 - Ammann Kazakhstan
 - Ammann Dubai

2009 Acquisition of Antec /
IRM

2010 Start of paver and
trench roller production
in Langenthal.
 Founding of Ammann
Australia

2011 Founding of Ammann
 Teknomak in Ankara,
Turkey



Competence Centers and Manufacturing



Langenthal (CH)



Nové Mešto (CZ)



Hennef (D)



Our values for the rental market

Products

- Quality
- Performance

Security

- Job-Site
- Reliability

Efficiency

- Communication
- Services

Profitability

- ROI
- Commercial programs

Customer benefit



Perception of rental market – Facts and Trends

- Globally fastest growing Customer segment



- Regional Trends Mature markets (CE, US, AU) → fleet replacement
Emerging markets (CEE, Latin) → initial investments

- Rental segments General Rental

Manufacturers Rentals (Cat, Wacker, Volvo)

Specialized Rentals (Conplant, Axroad)

Perception of rental market – Facts and Trends

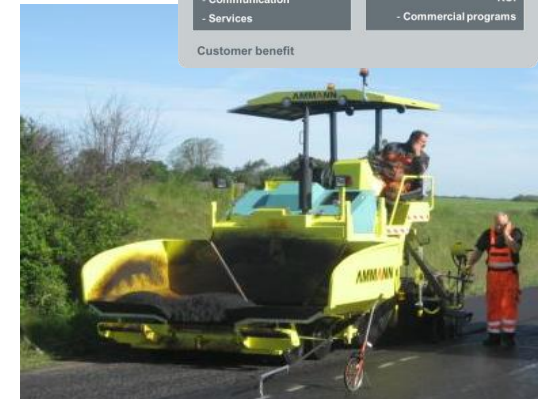
Specifics of Compaction and Paving Equipment

- Expansion of product requirements
 - Rent of «strategic products»: From light to Heavy
- Project rentals replace «outlet rentals»
 - Longer rental periods
 - Job-site solutions instead of «Products»
 - Enhanced service offer



Perception of the rental market – « From Light to Heavy »

- Rental demand for «Strategic Products» raises
 - Short term planning cycles
 - Demand for high capacity
 - High number of specialized products
 - Heavy compaction and paving products
 - Equipment with operators



Perception of rental market – « From Light to Heavy »

Product requirements

- Simplified operation and maintenance
 - Standardized operator interfaces
 - Operator guidance to ensure quality results
 - «0 maintenance» - concepts
- Safety for operators and job-site
 - Safety functions (ROPS 2D, Remote controls, etc.)
 - Simple, comfortable operation



Perception of rental market – «Project Rentals»

➤ Application knowledge

- Expertise to customize a project specific solution
- Job-site training (operator, service, quality control)

➤ Availability

- Specialized rental groups / divisions (partnerships)
- «Globally co-ordinated» inventories / logistics
- Modified financial schemes

➤ Services and Product Support

- Equipment with operator
- Full-service offers
 - finance, service, expert-advice -



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