

PMC
POWER MOTIVE

"The Product Support People"

DIRT TALK

A PUBLICATION FOR AND ABOUT POWER MOTIVE CUSTOMERS • 2012 NO. 2

OXFORD RECYCLING

How this pioneering
Colorado company
overcame challenges
to succeed as a
material supplier

See article inside . . .



John Kent,
Owner/President

KOMATSU®

A MESSAGE FROM THE PRESIDENT



Bob Davis



"The Product Support People"

Dear Valued Customer:

Innovation is key to leading the way in the marketplace, and we believe no other manufacturer is as innovative as Komatsu. With each new emission standard, Komatsu sets the bar by not only meeting it, but exceeding expectations by designing machines that, in most cases, are also more productive and more fuel-efficient.

In this issue of your Power Motive *Dirt Talk* magazine, several machines are highlighted to illustrate Komatsu's construction ingenuity and its purpose-built machinery. We believe you will be impressed. However, it's not only machine innovation that makes an impression.

Komatsu was the first manufacturer to offer a hybrid excavator and the first to offer machine-monitoring technology as complimentary on new machine purchases. It was also the first to provide complimentary scheduled maintenance — the Komatsu CARE program — on new Tier 4 Interim purchases. Our skilled technicians do all the work, using genuine parts and fluids.

That combined commitment to quality machinery and outstanding support is why Komatsu is our leading manufacturer. We also make a commitment to supporting your machinery, whether it's Komatsu or one of our other quality manufacturers. We do that by making a significant investment in training throughout the company, so we are ready to meet your sales, service and parts needs.

Power Motive is determined to be your single source when it comes to equipment. If there's anything we can do for you, please don't hesitate to call or stop by one of our branch locations.

Sincerely,
POWER MOTIVE

Bob Davis

Bob Davis, President

**Innovation
that exceeds
expectations**



"The Product Support People"

DIRT TALK



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A SALUTE TO A POWER MOTIVE CUSTOMER

OXFORD RECYCLING

How this pioneering Colorado company overcame challenges to succeed as a material supplier



John Kent,
Owner/President

When Francis Kent opened Oxford Recycling on West Oxford Avenue in Englewood back in 1979, it was the first construction-related recycling facility in Colorado. Being first is often a good thing, but it also brings unique challenges.

"In the beginning, our job was more about selling the concept of recycling than actually recycling material," recalled Francis' son and current Owner/President John Kent. "We had to explain to road builders, demolition contractors and others what recycling was and how it would benefit them. On the intake side, it was a fairly easy sales pitch — bring your concrete waste to us because we're half the cost of dumping it in a landfill, with a side benefit being it will help extend the operational lives of our landfills.

"The bigger challenge was in getting contractors, municipalities and the DOT on board in buying and using our recycled product on their jobs," he noted. "They were accustomed to buying quarry material. That's what they'd always done. This was new and different, and people are often hesitant to try new and different. So we fought a bunch of battles to prove to them

that our product was as good as, and in many ways, superior to, quarry material."

Thankfully, Kent says, those days of having to constantly sell the idea of recycled construction materials are mostly gone. "Recycled products are now widely accepted, and often specified, especially by the DOT and municipalities. Everybody today understands that our products meet and exceed spec. They also realize that recycling helps the environment (longer-lasting and safer landfills, energy savings compared with mining, conserving finite natural resources). But those benefits alone don't bring us many customers.

"For most road builders and other contractors, construction is a bottom-line business, and their bottom line is determined largely by price and service. Generally speaking, I'd say we're always price-competitive and usually less expensive than the competition. And when it comes to customer service, that's where we believe we really shine. Our customers want a quality product, delivered on time, every time — and that's what we try to bring to the table for them."

Concrete, asphalt and wood

Originally, Oxford focused solely on concrete recycling. It added asphalt recycling in 1982 and wood recycling in 1998. Through the years, the company estimates it has recycled more than 3 million tons of concrete, 2 million tons of asphalt and 1 million yards of wood. The company, which has been involved in jobs both large and small across the Front Range (from Interstate highways to residential driveways), offers a long list of products and services.

"On the concrete side, we have a roll-off service for C&D waste; we have a large fleet of trucks to both pick up and deliver material; and we offer several different sizes of high-quality construction rock for a number of uses," said



Scan this QR code
using an app on
your smart phone
to watch video of
Oxford Recycling's
machines at work.

Oxford Recycling owns two Morbark 1300 tub grinders for wood processing, including this new one that the company used late last year to clean up storm damage in Wheat Ridge.





This Oxford Recycling operator uses a Komatsu WA500 to load recycled asphalt into a truck. "All of our Komatsu machines (four wheel loaders and an excavator) are productive and reliable," said Owner/President John Kent. "We've been loyal Komatsu users for close to 20 years now. Other suppliers have brought out machines for us to demo, but my operators say, 'No thanks.' They all prefer Komatsu."

Kent. "Significantly, we also have enough crushing capacity (800 tons/hour) that we can produce 'on demand,' which is important on many large jobs where the contractor prefers a single-source supplier but doesn't want to worry about running out of stockpiled material.

"On the asphalt side, we have an asphalt plant as a tenant on our property here, so they use our recycled asphalt in hot mix. We also sell recycled asphalt as-is to cover dirt roads and driveways out in rural areas. This reduces dust in the summer and, when it hardens, makes it much easier to plow in the winter."

When it comes to wood products, Oxford Recycling creates mulch, soil and compost at the plant. The company can also bring a tub grinder on site to recycle wood at a customer's location, which it recently did to help municipalities in the Denver area clean up after a big storm.

Talented, hardworking crew

Today, Oxford employs 17 people. General Superintendent Eddie Simons oversees plant production and maintenance. "We've got an excellent crew — talented and hardworking," said Kent. "Everybody knows where to be and what to do, so I don't have to micromanage the operation."

Several years ago, Kent took steps to downsize Oxford with an eye toward improving efficiency. "I did this a year or so



before the financial crisis hit in the fall of 2008. I didn't necessarily see that coming, but looking back, I'm very glad I acted when I did. It helped us survive the worst of the recession, and last year, even though the economy still hadn't come all the way back, we had a record year."

Beyond solid management, another factor in Oxford Recycling's favor is the fact that Kent is, in his own words, very picky.

"If you bring material to us, we demand that it be clean. No trash. And if you co-mingle material, we're going to charge you extra because we then have to separate it out. We're like a computer in that respect — if you put garbage

Oxford Recycling uses this Komatsu PC350LC-8 excavator, equipped with an NPK crusher, to pre-size concrete.

Continued . . .

Future looks bright at Oxford Recycling

... continued

in, you're going to get garbage out. The fact that we are so picky is a large factor in our ability to consistently produce a high-quality product, which in turn, is why our customers know they can buy from us with confidence."

Loyal to Komatsu and Power Motive

Wheel loaders are the primary machines needed to run a recycling plant, and Oxford Recycling has been a loyal Komatsu wheel loader user since the mid-'90s. "After buying our first Komatsu from Power Motive, we've never had reason to buy anything else," said Kent. "We have had other suppliers bring out machines for us to demo, but my operators say, 'No thanks.' They all prefer Komatsu."

Oxford has four Komatsu WA500 wheel loaders and each has a job (feeding concrete, asphalt, wood or loading outbound trucks). The company also has a new Komatsu PC350LC-8 hydraulic excavator with an NPK crusher to pre-size concrete.

"All of our Komatsu equipment is productive and reliable," said Kent. "I want machines that go to work and run every day with minimal hassles, and my Komatsus do that. I don't want to run a big maintenance crew, so I tend to trade them in at about 9,000 hours. I know there's still lots of good life in them at that level, but I also know that's when problems can start cropping up, and frankly, I want to avoid those as much as possible. For me,



Scan this QR code using an app on your smart phone to watch video of Oxford Recycling's machines at work.

www.PowerMotiveDirtTalk.com

(L-R) Power Motive Sales Rep Jeremy Lapar works with Oxford Recycling Owner/President John Kent and General Superintendent Eddie Simons on equipment matters. "Power Motive is a great partner," said Kent. "I really appreciate the relationship we have with them."



owning equipment is all about the consistent production you can get from it."

In addition to the Komatsu units, Oxford also has two Morbark 1300 tub grinders from Power Motive, including a brand-new one purchased late last year. "The Morbark is an outstanding wood grinder," said Kent. "I've looked at all the competitors and it has the best production numbers. It's very fast and produces an excellent product."

While he's loyal to both Komatsu and Morbark, Kent says a big reason for that loyalty is Power Motive.

"Power Motive gives us the support we need to be successful — period. Whatever it takes. Our salesman Jeremy Lapar is helpful in every way. Their service and parts departments respond quickly and efficiently. And Power Motive management goes out of its way to make sure we're happy — once going so far as to replace a problem wheel loader with a brand-new one. We came to an agreement that made sense for everybody and there was no argument and no haggling. They wanted to make it right and treat me fairly. That's the type of relationship we have with Power Motive, and I really appreciate it."

Optimistic about the future

Despite a challenging few years for the construction industry, in Colorado and the entire U.S., Kent says he's positive about the future.

"Certainly the economy is better than it was, and I'm optimistic that it will continue to improve, both here in Colorado and across the country. We still have a vibrant country with plenty of talented people. We've led the world for the better part of a century, and I think we still are the world's leader. Do we have issues? Sure, but I think they are all fixable."

"As far as Oxford Recycling goes, I'm optimistic about our future as well. Unlike the early days, people now know who we are and what we do, and they accept recycled products as an equal to mined products. I also believe our business is still growing. Fortunately, we're in a blessed position right now to be busy, so we don't have to take on something just to have a job to do. Nonetheless, we will continue to look for opportunities and for niches where we can fill a need and be successful. Our customers and the marketplace will determine what that is." ■

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RALLY FOR ROADS

AED Chairman among those urging Congress to pass multi-year surface transportation bill

Americans cannot afford to wait for a new highway bill while Congress plays politics, said 2012 Chairman of the Associated Equipment Distributors (AED) Larry Glynn at the 2012 Rally for Roads on the National Mall in March.

"Our nation's transportation infrastructure is old and overworked," Glynn told members of the media prior to the rally. "It is past time that lawmakers address the millions of hours and billions of dollars that Americans spend idling in traffic. It is time, for the good of our nation, that Congress put aside partisan battles and put America back to work with a robust, bipartisan, multi-year highway bill."

The 2012 Rally for Roads brought together approximately 500 transportation stakeholders from across the country to urge Congress to pass a fully funded, multi-year, surface transportation bill. AED is a proud sponsor of the Rally for Roads, the nation's largest transportation funding advocacy rally.

The host of speakers, which included Senate Environmental and Public Works

Committee Chairman Barbara Boxer and House Transportation & Infrastructure Committee Chairman John Mica, reminded lawmakers of the positive economic benefits of transportation investments that create jobs and spur economic growth.

"A new highway bill resolves the uncertainty surrounding federal highway spending and encourages investment — no one wants to invest in an uncertain market, yet those are the conditions we face because of congressional inaction and extension after extension. When Congress passes a highway bill, America gets to work; factories get busy," said Glynn.

According to a recent AED-commissioned study by researchers at the College of William & Mary, each dollar spent on infrastructure generates roughly double (\$1.92) the spending in direct and indirect economic output. During a 20-year period, each dollar in aggregate infrastructure spending will generate 96 cents in tax revenue, making infrastructure investment a value-added investment that pays for itself in the long term. ■



Larry Glynn,
Chairman,
Associated Equipment
Distributors (AED)

An AED-commissioned study showed each dollar spent on infrastructure generates roughly double the spending in direct and indirect economic output. AED Chairman Larry Glynn led an effort to urge Congress to pass a new multi-year surface transportation bill during the Rally for Roads in March.



WINNING COMBINATION

Komatsu's PC390LC-10 provides efficiency, stability in tough applications



Brian Yureskes,
Product Marketing
Manager, Excavators

There are times when you need a heavy-duty machine to get the job done, but you don't want to sacrifice fuel efficiency. Komatsu's new PC390LC-10 excavator fills that role by combining the horsepower and economy of its PC360LC-10 with the more robust undercarriage of a PC450LC-8.

While the horsepower is the same as the PC360, the PC390LC-10 provides additional operating weight for better lift capacity (up to 20 percent) and improved lateral stability in applications that require long arms or heavy lifting at maximum reach. Heavy-duty boom and arm designs with thick plates of high-strength steel, along with one-piece castings in the boom foot and tip and arm tip, provide long-term durability and strong resistance to bending and torsional stress.

The PC390LC-10 has two boom mode settings: Smooth Boom mode provides easy operation for gathering blasted rock or when scraping down walls, and Power Boom, which provides increased pushing force for improved digging in applications such as ditching in hard ground.

The PC390LC-10 builds upon previous heavy-duty excavators to provide a Tier 4 Interim machine that handles tough applications while remaining fuel efficient with lower emissions.

"For many years, users in tough applications — digging in hard soils or lifting at maximum reach, for instance — have relied on our heavy-duty machines such as the PC300HD and the PC350HD models," stated Brian Yureskes, Product Marketing Manager, Excavators. "The PC390LC-10 builds upon those proven platforms and enhances them with key features that make it more productive and efficient than previous models."

Efficiency starts with the Tier 4 Interim engine, featuring an advanced electronic control system that manages airflow rate, fuel injection, combustion parameters and aftertreatment functions to optimize performance. A Komatsu Variable Geometry Turbocharger and Exhaust Gas Recirculation Valve provide more precise system function, air management and longer component life.

Better drawbar pull

Exclusive Komatsu major hydraulic components, including pumps, motors and valves, work together to further increase efficiency. The integrated design is part of the closed center load sensing system that uses variable speed matching, which allows the engine speed to adjust based on hydraulic pump output.

"The system matches the engine and hydraulics to the load condition, providing greater efficiency because the machine is not running at maximum output for a lighter load," explained Yureskes. "We've also improved the main valve and hydraulic circuit to reduce hydraulic loss. That increases efficiency and lowers fuel consumption by up to 10 percent compared to a PC350HD-8, which the PC390LC-10 replaces."

While the PC390LC-10 engine is the same as a PC360, its bigger undercarriage has larger final drives that provide up to 13 percent more drawbar





Brief Specs on the Komatsu PC390LC-10

| Model | Net Horsepower | Operating Weight | Bucket Capacity |
|------------|----------------|--------------------|--------------------|
| PC390LC-10 | 257 hp | 86,998-89,071 lbs. | 0.89-2.91 cu. yds. |

Komatsu's PC390LC-10 combines the horsepower and efficiency of a PC360 and the robust undercarriage of a PC450, providing excellent lateral stability in applications that require long arms or heavy lifting at maximum reach.

pull. Larger size-class components add reliability and longer life, and other reliability and longevity features include sealed-grease tracks and a sloped track frame that minimizes soil accumulation.

"The sloped track frame also allows for easier mud removal, and the sealed tracks mean longer life," explained Yureskes. "They are among the many features in our newer machines designed to minimize maintenance downtime and improve longevity. Also, metal ring guards on the hydraulic cylinders, face-to-face O-rings that securely seal hydraulic hose connections, and all work-equipment bushing lubrication intervals are now at 500 hours, with the exception of the arm tip and bucket linkage."

Reduced maintenance costs

In addition to longer component life, Komatsu increased uptime with long service intervals. Using high-performance filters and oils, engine oil and filter replacement are at 500 hours, hydraulic oil filter at 1,000 hours and hydraulic oil at 5,000 hours. Engine maintenance is easier with a new work platform on the upper structure, where Komatsu also installed handrails.

"Of course, we've reduced the owner's maintenance costs with our Komatsu CARE program that's standard on all Tier 4 Interim

machines," emphasized Yureskes. "It provides complimentary scheduled maintenance performed by skilled technicians for three years or 2,000 hours, whichever comes first. Komatsu CARE is designed to reduce ownership costs, while maintaining maximum uptime."

Met the challenge

Also complimentary is Komatsu's KOMTRAX remote machine-monitoring system that allows owners to track critical machine information, such as hours, location, maintenance notifications and machine utilization, through a secure Web site. Further information is provided on the PC390LC-10's large, high-resolution monitor panel, which alerts operators on ways to improve efficiency and lower fuel consumption using Eco Guidance.

"The monitor panel is easy to use and conveniently located in the spacious cab that's designed to maximize operator comfort," noted Yureskes, also pointing out the new, heated, air-suspension, high-back seat in the PC390LC-10. "We took the challenge of producing a machine that meets the Tier 4 Interim standards, which reduce emissions, and does so in a cost-effective way that provides added value to owners and operators who need efficiency in a more robust machine. The PC390LC-10 delivers." ■

NEW PRODUCTS

IMPROVED EFFICIENCY

SmartLoader Logic means real fuel savings with new WA500-7 wheel loader



Rob Warden,
Product Manager

Wheel loaders often require different amounts of torque throughout the course of a day. For example, they may need high torque for V-cycle loading, but minimal torque for traveling with an empty bucket. Komatsu's new WA500-7 with SmartLoader Logic automatically compensates for the difference to provide the optimal amount of torque based on the need.

"SmartLoader Logic uses data from sensors to control the engine torque," explained Product Manager Rob Warden. "It functions automatically, so the end result is fuel savings of up to 7 percent, compared to the Dash-6 model, while maintaining performance and production. Combine the fuel savings with the machine's already-high level of production, and per-yard and per-ton costs are reduced."

SmartLoader Logic isn't the only savings feature of the Tier 4 Interim WA500-7, which provides as standard, a large-capacity torque converter. It provides better productivity in V-cycle loading applications because the increased tractive effort does not require full throttle. The large-capacity torque converter improves hill-climbing ability, allowing the loader to upshift faster and achieve higher gear ranges and travel speeds when working in load-and-carry applications. The torque converter's lockup function activates in second, third and fourth gears for a maximum travel speed of more than 23 miles per hour.

Ergonomic cab

Komatsu enhanced operator comfort with a redesigned dashboard and cab that include lower front glass for improved forward visibility. From the cab, operators can set the bucket cutting-edge level and dump-height positioner with the push of a button. They can also set the working mode, the hydraulic, auto-reversing fan and get Eco Guidance that offers fuel-saving tips via the large, seven-inch monitor panel.

"The new operator's cab is more ergonomic for increased comfort. The machine also features a rearview monitoring system with a separate LCD monitor as standard equipment," noted Warden. "With our complimentary Komatsu CARE program, all factory-scheduled maintenance is covered for the first 2,000 hours or three years, whichever comes first. In addition, two complimentary Komatsu Diesel Particulate Filter (KDPF) exchange units are included for the first five years or 9,000 hours. These services lower owning and operating costs for customers." ■

Brief Specs on the Komatsu WA500-7 Wheel Loader

| Model | Net Horsepower | Operating Weight | Bucket Capacity |
|---------|----------------|------------------|------------------|
| WA500-7 | 353 hp | 74,626-75,453 | 6.8-8.2 cu. yds. |

SmartLoader Logic automatically provides the optimal amount of torque based on need, reducing fuel consumption, compared to its predecessor, by up to 7 percent in the new WA500-7.



LOADERS

From Komatsu - The Loader Experts



The WA380-7 Tier 4 Interim Wheel Loader is a class leading performer with improvements in production, fuel efficiency, operator comfort and serviceability.

- Komatsu Smart Loader Logic reduces fuel consumption while maintaining production.
- Large capacity torque converter with lock-up provides 10% fuel savings.
- New 7" LCD multi-function monitor panel provides easy access machine diagnostics.
- Komatsu CARE provides complimentary Tier 4 maintenance, including Komatsu Diesel Particulate Filter exchange. Contact your Komatsu distributor for details.

KOMATSU®



D65-17 WASTE-HANDLER DOZERS

Tier 4 Interim machines help landfills move more trash at a lower cost



Bruce Boebel,
Product Manager,
Dozers

The productive and efficient features of Komatsu's D65-17 Tier 4 Interim dozers are also available in purpose-built landfill packages designed to move trash more economically than ever before. Like the construction models after which they're patterned, landfill dozers come in three models, EX (standard track), WX (wide track) and PX (low-ground-pressure track).

"We have waste-handler configurations to meet various applications," said Bruce Boebel, Product Manager, Dozers. "Common among them are features designed to reduce debris entry, making the dozers easier to clean and service, which results in increased productivity."

Such features include a belly-guard seal kit that reduces the amount of material entering the engine compartment, and a tank-guard group made of thick guarding to protect rear

tanks. Both the belly and tank guarding have easy access, which simplifies cleaning.

Quick-opening, two-piece, radiator-guard doors provide easy access to the standard wide-core radiator for cleaning. A computer-controlled fan automatically reverses to keep the radiator and oil cooler clean, allowing the operator to concentrate on productivity. The operator can manually reverse the fan if desired.

Meanwhile, the operator stays comfortable, thanks to a large, quiet, pressurized cab that provides excellent all-around visibility and standard, rearview monitoring system. A new, heated, air-ride seat offers additional comfort for increased productivity.

Blade options

With the choice of Komatsu's patented SIGMA blade, a power-angle-tilt blade or a straight-tilt blade, waste handlers can maximize productivity by matching the blade to their particular needs. Each blade comes with a trash rack that keeps material away from the front of the dozer.

"We know that many waste-handling operations work around the clock, so we kept the cab-mounted lights and moved the hood-mounted work lights to the top of the blade cylinders. Then, we placed an additional work light on each cylinder, for better night visibility," Boebel pointed out. "These productive features, when combined with our more efficient Tier 4 Interim engines, move more trash at a lower cost. We further reduced costs by offering complimentary scheduled maintenance through our Komatsu CARE program for the first three years or 2,000 hours, whichever comes first." ■



Komatsu's D65-17 waste-handler dozers are purpose-built with added guarding for working in tough conditions such as landfills. Blade options include SIGMA, power-angle-tilt and straight-tilt to match the user's need and maximize productivity.

D65-17

From Komatsu – The Dozer Experts



Komatsu has once again made a great machine even better. The new D65-17 increases productivity and operator comfort while lowering operating costs. All designed to improve your bottom line.

- Efficient Komatsu Tier 4 Interim engine and automatic shift transmission with lockup torque converter maximize productivity while saving fuel.
- PLUS (long life) undercarriage is standard, further reducing our already low operating costs.
- Komatsu CARE provides complimentary Tier 4 maintenance, including KDPF exchange filters. Contact your Komatsu distributor for details.

KOMATSU®



COMPLIMENTARY TIER 4 SERVICES



Komatsu CARE for Komatsu Tier 4 Interim models is a new, complimentary maintenance program designed to lower your cost of ownership and improve your bottom line. It provides factory-scheduled maintenance on the machines for the first three years or 2,000 hours, whichever comes first. This includes up to two exchange Komatsu Diesel Particulate Filters. Be sure to contact your Komatsu distributor for all the details.

Once again, Komatsu leads the industry. No other construction equipment manufacturer offers a complimentary maintenance program like this.

It's what you've come to expect from the service experts at Komatsu.

KOMATSU®

www.komatsuamerica.com



MACHINE MAINTENANCE

KOMATSU CARE MAKES A DIFFERENCE

Complimentary services convince oil-field contractor to purchase PC240LC-10 excavators

When Courtney Construction purchased four new Komatsu Tier 4 Interim PC240LC-10 excavators last year, they first demo'd one against a competitive brand. Production-wise, the two machines matched up very well, according to Senior Manager Chance Courtney.

"What tipped the scale in Komatsu's favor was the Komatsu CARE program," said Courtney, part of the two-generation family business that offers site work and trenching in oil-field construction. "We're very aggressive about our equipment maintenance. With Komatsu CARE we were assured that routine services would be done on time by our distributor's technicians. We saw it as a major cost savings."

The Komatsu CARE program offers complimentary service on all new Tier 4 Interim machine purchases and rentals for the first three years or 2,000 hours, whichever comes first. Also included are two Komatsu Diesel Particulate Filter exchanges for the first five years or 9,000 hours (parts only). A trained distributor technician performs all work, using genuine Komatsu parts and fluids.

Distributor commitment

Courtney tracks hours and other critical machine data through Komatsu's KOMTRAX remote machine-monitoring system. So do Komatsu and his distributor, which worked with Courtney to set up services on the 54,000-pound-plus excavators that feature a digging depth of 24 feet.

"The distributor technicians came to our jobsites, and in our line of work, locations can be remote," said Courtney. "They scheduled a time convenient to us and covered the

services, including travel time to the site, with no out-of-pocket expense to our company."

The Tier 4 Interim PC240LC-10 excavators were Courtney Construction's first Komatsu purchases since its founding in 2001. "The Komatsu CARE program showed us the value Komatsu places on customer satisfaction after the sale. As we look at future purchases, Komatsu will definitely be a part of the equation." ■



Chance Courtney,
Senior Manager
Courtney Construction

The Komatsu CARE program, which provides complimentary service on new Komatsu Tier 4 Interim equipment purchases and rentals, ensures the machines receive all regular maintenance services for the first three years or 2,000 hours.





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A WELL-ROUNDED LEADER

Rod Schrader steps into CEO/Vice Chairman role for Komatsu America

QUESTION: What are your responsibilities as CEO/ Vice Chairman of Komatsu America?

ANSWER: There are several elements that make up Komatsu America, including our construction and utility division, mining division, parts division and forestry and forklift divisions. My responsibilities include all functions that fit across those groups, as well as the nuts and bolts of our financial results. One key role I see is as a collaborator who's making sure our organization is working together for the common cause of serving our customers. Throughout the company, no matter what role they play, the thought I want at the top of everyone's mind every day is, "What are we doing today to serve our customers?"

QUESTION: You've held several leadership positions with Komatsu. How has that prepared you for your current role as CEO?

ANSWER: Very well. Each position has its own uniqueness, so having served in construction, mining and utility gives me a well-rounded background in all aspects of the company. Those perspectives are a good foundation from which to work. One common aspect of the various positions I've held includes talking with and listening to customers. I have a very good understanding of where they're coming from, what challenges they face and what will help them be more productive and profitable. We take that knowledge and use it to build better machinery that's more reliable and efficient.

QUESTION: What do you believe are Komatsu's strengths?

ANSWER: One major strength is our distributor network, which provides our customers with equipment, parts and service



www.PowerMotiveDirtTalk.com

This is one of a series of articles based on interviews with key people at Komatsu discussing the company's commitment to its customers in the construction and mining industries — and their visions for the future.

Rod Schrader,
CEO/Vice Chairman

Walk into Rod Schrader's office and one of the first things you'll notice is a plaque that reads, "Good News is No News, Bad News is Good News, No News is Bad News." Schrader, Komatsu America's new CEO/Vice Chairman, says the phrase is very relevant to the company's success.

"What it boils down to is listening to the customer," said Schrader, who moved into his new position April 1. "The second two lines are the most profound for me. Bad news is good, because if we know the bad, we can find the root causes and put actions into place to fix it. I encourage our employees and customers to present us with the bad news. The third line, 'No News is Bad News,' suggests we're not hearing the voice of the customer. We're either not out there listening to or communicating with them. Going to customers' workplaces to listen and see the facts, enables us to provide solutions to improve our customers' operations."

Schrader has spent a good deal of time listening to customers during his 25 years with Komatsu, the past seven as Executive Vice President/General Manager of Komatsu America's Mining Division. He's also been a product manager, Director of Marketing, Vice President of Product Marketing and President of Komatsu Utility Corporation. He's been a member of the Komatsu America Corporate Board since July 2010.

"I've seen all sides, so to speak," said Schrader, an Illinois native. "What's common throughout is that Komatsu cares about the customer, whether it's a guy with a mini excavator digging utility lines or a large mining company with a fleet of our largest trucks. My goal is for Komatsu to be known as the best in the equipment industry when it comes to serving the customer."

Schrader and his wife, Kim, have three children (twins Hannah and Logan who are freshmen in college and Connor, who's still in high school). He enjoys golf, yard work and jogging.

Continued...

Komatsu — innovative and always striving to improve

... continued

support from trained personnel. We believe we have the best in the business, and my goal is to continue to provide them with the support they need to grow their business, train their people and offer the tools they need to be most effective at serving customers in their markets.

Another is being an innovative leader in equipment and product support. For example, we were the first to manufacture a hybrid machine, now in its second generation,

before any other manufacturer commercially introduced its first. Our Tier 4 Interim machines have been very well-received because we not only met the standards, but did so with more productive and efficient machines. Along with that, we're the first to offer complimentary service with our Komatsu CARE program on those Tier 4 Interim machines. We were the first manufacturer to offer free machine monitoring with our KOMTRAX system. Items such as those add value that can lead to better per-yard costs, less fuel usage and more profit.

Finally, we're always striving to improve. For the past several years, we've collected a large volume of data through KOMTRAX. For the most part, we've been reactive in using it. Now, we're more proactive by taking that information and using it two ways: to help our customers identify ways to better utilize their machinery, save fuel and plan for scheduled maintenance; and for our distributors to better stock their parts inventory and contact customers to schedule services.

QUESTION: What do the markets look like today?

ANSWER: The trends continue to go up and strengthen. Mining remained fairly strong, even during the worst of the recession, and we believe that's going to continue for some time. From a construction standpoint, we saw an increase in year-over-year sales during our previous fiscal year, which indicates a recovery. We're optimistic that this year will be even better. ■



At Komatsu, customer input is one important aspect of improving products, as well as parts and service capabilities, according to CEO/Vice Chairman Rod Schrader. He encourages customers to visit Komatsu manufacturing plants and provide feedback.

Komatsu CEO/Vice Chairman Rod Schrader says products and service, such as Tier 4 Interim excavators and trucks with KOMTRAX 4.0 and Komatsu CARE, are why Komatsu is an innovative leader in productive, reliable and efficient equipment.



Helping customers understand how to better utilize their machinery is one aspect of Komatsu's support. CEO/Vice Chairman Rod Schrader says data collected through KOMTRAX offers ways to decrease fuel usage and idle time as well as use equipment in the most efficient mode for the task at hand.

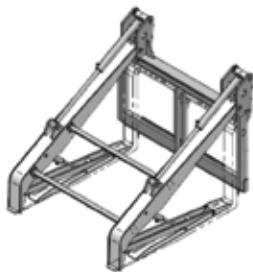
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\$500 million in TIGER grants available

Transportation Secretary Ray LaHood announced more than \$500 million in TIGER (Transportation Investment Generating Economic Recovery) grants. The grants are available for surface transportation projects that show a significant impact on the nation, a metropolitan area or region.

Projects are evaluated on criteria, such as safety, economic competitiveness, livability and short-term job creation, to determine if they qualify. They are awarded on a competitive basis. It's the fourth round of such funding, which has provided \$2.6 billion for projects thus far, with projects in all 50 states and Puerto Rico.

The program has been popular, with the Department of Transportation receiving more

than 3,300 applications requesting more than \$95 billion.

LaHood also announced recently that nearly \$41 million will be spent on 58 projects in national parks, forests and preserves to provide safe, convenient access for visitors. It will be used to modernize aging transportation infrastructure

"Our nation's scenic parklands and protected areas are national treasures attracting millions of visitors each year," said LaHood. "It's vitally important to preserve and protect these lands for today's visitors as well as future generations by investing in safe, accessible and environmentally sustainable transportation." ■

FAA reauthorization provides funding through 2015

Congress passed and the President signed the FAA Modernization & Reform Act, providing more than \$63 billion in Federal Aviation Administration funding through 2015. It's the first multi-year funding mechanism for the FAA in more than four years, as it had been receiving appropriations through short-term extensions.

It sets agency policies and operations, as well as investment levels for the Airport Improvement Program (AIP), which provides grants for airport construction. The bill authorizes AIP funding at \$3.35 billion annually, providing certainty to the airport construction markets. ■

National Green Building Code approved

After two years of development, the International Green Construction Code was adopted by the U.S., setting mandatory baseline standards for building design and construction. It includes items such as energy and water efficiency, site impacts, building waste and materials.

The code applies to new and renovated commercial buildings and residential buildings of more than three stories. It sets enforceable minimum standards on every aspect of building design and construction

that now must be reached, as opposed to LEED certification which is voluntary, according to SustainableBusiness.com. Many state and local governments have already adopted it, the organization noted.

"It represents a change in the standard of construction," said Jessyca Henderson, Director of Sustainable Advocacy at the American Institute of Architects, in an article on the Web site. "It will affect everyone that touches buildings ... it will be a big leap." ■

KOMATSU FINANCIAL

The finance arm of Komatsu America consistently offers low rates and top service

If you're a contractor purchasing a piece of Komatsu equipment and you plan to finance the purchase, you basically have three choices: your bank, an independent finance company or Komatsu Financial.

"I believe we are far and away the best option for financing Komatsu equipment and I can list at least half a dozen specific reasons why," said Tim Tripas, VP Operations for Komatsu Financial. "But it really comes down to one thing. As the finance arm of Komatsu America, we have a vested interest in you continuing to choose Komatsu equipment in the future. Therefore, we're more motivated than anybody else to ensure that you have a positive financing experience."

What goes into ensuring a positive financing experience? First and foremost, low rates.

"Komatsu Financial is what's known as a 'captive' finance company," said Tripas. "We finance exclusively for Komatsu. As a result, we have a special relationship with the manufacturer and we're able to offer rates that are significantly below market. Our rates are routinely lower than the competition on the vast majority of Komatsu products, and on top of that, we often have special rates as low as zero percent on select products."

"For example, right now we're offering 'Zero for 60' (0% for 60 months) on the HB215LC-1 Hybrid hydraulic excavator for a limited time. Why? Because it's a unique machine to the North American market and Komatsu wants to give customers an incentive to try it out. Zero percent can save thousands of dollars over the life of a loan. For any Komatsu product where a special interest rate is not offered, Komatsu Financial

offers financing with extremely competitive market rates."

Because it's not financing airplanes, cars or medical devices, Komatsu Financial knows its specific job (financing Komatsu equipment) far better than anybody else. Tripas calls it the "triple play of market expertise, customer expertise and equipment expertise." With this knowledge, Komatsu Financial brings plenty to the table for Komatsu equipment purchasers, such as:

- More flexibility, both up front and through the life of the loan;
- Ability to react quickly to changes in the marketplace and to unforeseen changes in customers' situations;

Continued . . .



Tim Tripas,
VP Operations
Komatsu Financial

Komatsu Financial rates are routinely lower on most products, including a current offer of zero percent for 60 months on the new HB215LC-1 Hybrid excavator.



Komatsu Financial — market, customer and equipment expertise

...continued

- A willingness to take more risk than other lenders;
- Superior customer service provided for the entire life of the loan;
- Streamlined credit review for most transactions;
- Limited financial disclosure requirement;
- Simple and direct documentation (no automatic, cross-collateralization agreement);
- A consistent credit review and approval process;
- Deals that are typically approved in four hours or fewer (as compared to a day or two);
- Never any prepayment penalty.

Tripas says another significant advantage of using Komatsu Financial for your Komatsu equipment purchases is that it preserves your banking line of credit for other things, such as acquisitions, that will help you grow your business.

Financing used machines, parts and leases

Komatsu Financial not only offers financing for new Komatsu equipment, it also offers financing for Komatsu certified used machines, Komatsu used machines, parts and service performed by a Komatsu-trained technician offered through your Komatsu distributor.

"If instead of buying a new or used piece of equipment, you prefer to fix what you have by putting on a new undercarriage, rebuilding an engine, or whatever — we'll finance that for you too," said Tripas. "Just about anything you

In addition to financing new, used and leased Komatsu equipment, Komatsu Financial offers financing for parts and service from Komatsu distributors.

want to buy from your Komatsu distributor, we can finance it for you."

If you prefer leasing to purchase or rental, Komatsu Financial has some of the most favorable lease programs in the equipment-finance industry, with terms from 12 to 60 months.

"I believe we're one of the few lenders in the industry that offers a standard 12-month term on a lease," said Tripas. "We're willing to custom-quote a lease to meet a customer's specific need for a unique job or application. We also offer a feature where, when your lease gets down to the final six payments, Komatsu Financial will allow you to trade it in with no pretrade penalty if you buy a new piece of Komatsu equipment and finance it through KF."

Save the deal, help the customer

As all contractors know, there are often speed bumps on the road to building a successful business. Perhaps you experience unforeseen problems on a job, or there are weather issues, or you have difficulty collecting payment for services. Tripas says at Komatsu Financial, the mind-set is to help customers get past those bumps to the smoother road ahead.

"Komatsu distributors often take the position that they're in partnership with their customers and the only way they both succeed is by working together. At Komatsu Financial, we feel the same, so we're going to do everything we can to help them along. Our unofficial motto is, 'Save the deal, help the customer.' We are more motivated to ensure the long-term success of the customer than a third-party lender is."

Obviously, the past several years have been challenging ones for the construction industry overall, and that includes equipment manufacturers. But Komatsu and Komatsu Financial see the industry rebounding.

"In 2008, and especially 2009, the market was down," observed Tripas. "But we saw a considerable increase in volume in 2010, and 2011 continued that upward trend. Overall, we're optimistic about the industry continuing to gradually improve, and our goal at Komatsu Financial is to grow right along with it." ■



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TIER 4 HITS NEW CATEGORY

Machines from 75 to 174 horsepower must now meet new interim emissions standards

This year marks the final group of equipment that must meet Tier 4 Interim standards. Ushered into the picture in 2012 are machines from 75 to 174 horsepower, a range of engine sizes that fits a large portion of the equipment industry.

Tier 4 Interim standards require manufacturers to cut soot emissions by 90 percent compared to Tier 3 models. In addition, they must reduce Nox emissions by 45 percent.

When Tier 4 Final standards begin implementation in 2014, Nox will have to be reduced by an additional 45 percent. When all is said and done, it's expected that emissions will be cut by 99 percent compared to when the first tier of standards went into effect nearly 20 years earlier.

"These reductions in Nox and particulate matter emissions from off-road diesel engines

will provide enormous public health benefit," according to a statement by the Environmental Protection Agency. "(EPA) estimates that by 2030, controlling these emissions would annually prevent 12,000 premature deaths, 8,900 hospitalizations and one million work days lost."

In addition, diesel machinery will be required to use cleaner grades of oil and fuel, and users will have to maintain emission filters. A big part of the overall engine picture is the use of diesel particulate filters, which currently have to be changed at 4,500 hours.

Tier 4 Interim standards have already been in effect for other horsepower ranges, starting with 25- to 74-hp models. Machines in the 175- to 750-horsepower range had to meet the interim criteria last year. ■

This year, small to mid-size machines, such as Komatsu's D51 dozer, come under Tier 4 Interim regulations. Komatsu dozers ranging from D31 to D61, excavators from PC130 to PC228, and wheel loaders from WA150 to WA320 all fall within the 75- to 174-hp range. Tier 4 Final standards go into effect in 2014.



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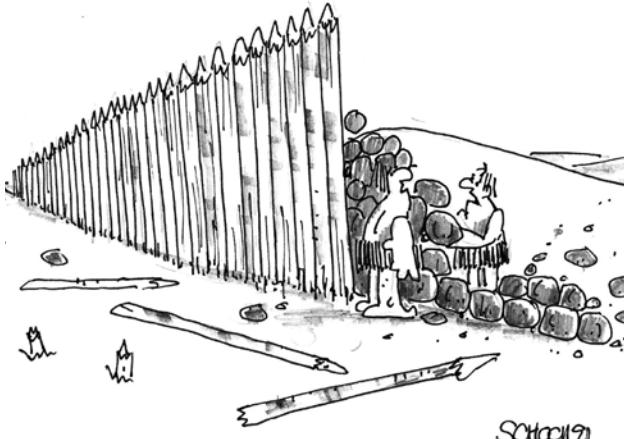
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Brain Teasers

Unscramble the letters to reveal some common construction-related words. Answers can be found in the online edition of the magazine at www.PowerMotiveDirtTalk.com

1. G S I N E D _____ S _____
2. L N A R E T _____ L
3. R M O X T A K _____ M _____
4. T O V N I N A N I O _____ O _____ O _____
5. Y I L U T A Q _____ I _____

Did you know...

- An average beaver can cut down two hundred trees a year.
- The female American Oyster lays 500 million eggs per year. Usually, only one oyster out of the bunch reaches maturity.
- Cats average 16 hours of sleep a day, more than any other mammal.
- If the average man never trimmed his beard, it would grow to nearly 30 feet long in his lifetime.
- It takes 18 hummingbirds to create the weight of 1 ounce.
- An adult male ostrich, the world's largest living bird, can weigh up to 345 pounds.
- The average home size in the United States is now 2,200 square feet, up from 1,400 square feet in 1970, according to the National Association of Home Builders.
- The average person laughs about 15 times a day.



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Power Motive to host events in Grand Junction and Denver urging passage of a highway bill

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Scan this QR code using an app on your smart phone to register for The Road Connection event at Power Motive in Grand Junction or Denver.

A kiosk will be available at The Road Connection event for visitors to sign a letter that will be electronically sent to Congress, urging a long term commitment to infrastructure funding.



The Road Connection is an effort to draw attention to the importance of good roads and bridges and the need to provide funding for them. KPI-JCI and Astec Mobile Screens are the primary sponsors of the truck and team that will spend much of the summer driving cross country for events like the ones coming up June 6 and June 8 at Power Motive branches.



In June, Power Motive will host two events designed to influence members of Congress to act on infrastructure spending in general, and a new highway bill in particular. The company invites customers and other interested parties to attend to show their support.

“The Road Connection,” a nationwide effort to promote infrastructure investment, will make stops at Power Motive’s Grand Junction branch on June 6 and at company headquarters in Denver on June 8. KPI-JCI and Astec Mobile Screens, manufacturers that Power Motive is proud to represent, are leading the initiative

“These are important issues that affect us all,” said Power Motive President Bob Davis. “Certainly, everybody in the construction and equipment industries has a vested interest, but we believe the benefits go far beyond our own industries. Passing a highway bill will boost our economy by improving traffic flow and by putting construction workers back on the job.”

In addition to being informative, The Road Connection events in Colorado will include an opportunity for those attending to send an email directly to members of Congress, to urge them to support infrastructure funding.

“Both Road Connection stops will be held from 11 a.m. to 1 p.m., making the event convenient for most Power Motive customers,” said Davis. “We will serve a barbecue and raffle off a number of great items. We hope to see as many customers and friends as possible to help send a strong message back to Washington.”

Power Motive would appreciate advance notification from those who plan to attend. To RSVP for the event at either location, go to www.powermotivecorp.com/rsvp/rsvp.cfm, email info@powermotivecorp.com or use a smart phone to scan the QR code on this page. Attendees can also contact any Power Motive Sales Rep or call either the Denver or Grand Junction branches and let them know the company or organization name and the number of people attending. ■



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2006 KOMATSU PC78US-6 S/N: C005759, AC, 7' 5" Arm, Hyds., Thumb, 7' 7" Blade, Pattern changer, 30' Bkt, Steel Tracks, Stereo



2008 KOMATSU D155AX-6 S/N: C006251, Cab, AC, Sigma Blade, MS Ripper, Track Roller Guards, Extreme Service UC, Ripper Lights



2008 KOMATSU PC300 LC-8 S/N: C005752, AC, 10' 6" Arm, Pattern Changer, 60' Esco Bkt, Recent Service



2006 CATERPILLAR 938G S/N: C006556, Cab, AC, Ride Control, GP Bkt with Teeth



2007 KOMATSU WA430-6 S/N: C006344, Cab, AC, LSD Axles, 4 .6 yd GP Bkt, Stereo



2005 CATERPILLAR 980H S/N: C006121 Cab, AC, Stereo, GP bucket w/ BOE



1998 CMI-Rex 3-35C S/N: C001282, Cab, AC, Cummins



2008 KOMATSU HM300-2 S/N: C006312 AC, Retarder, Tailgate, 2000 Hour Service

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