

UK Tower Crane Market: A Hirers Perspective



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Agenda



- UK Construction Market & Rental Fleets
- HTC Approach – Case Study London Bridge Place
- Value Added
- Integration with OEM

UK Construction...



Fantastic
Fantastisch
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London Calling...



West End – busiest for 4years

Docklands & Kings Cross –
new activity for the first
time in 18months

City – falling demand in
the last 12months



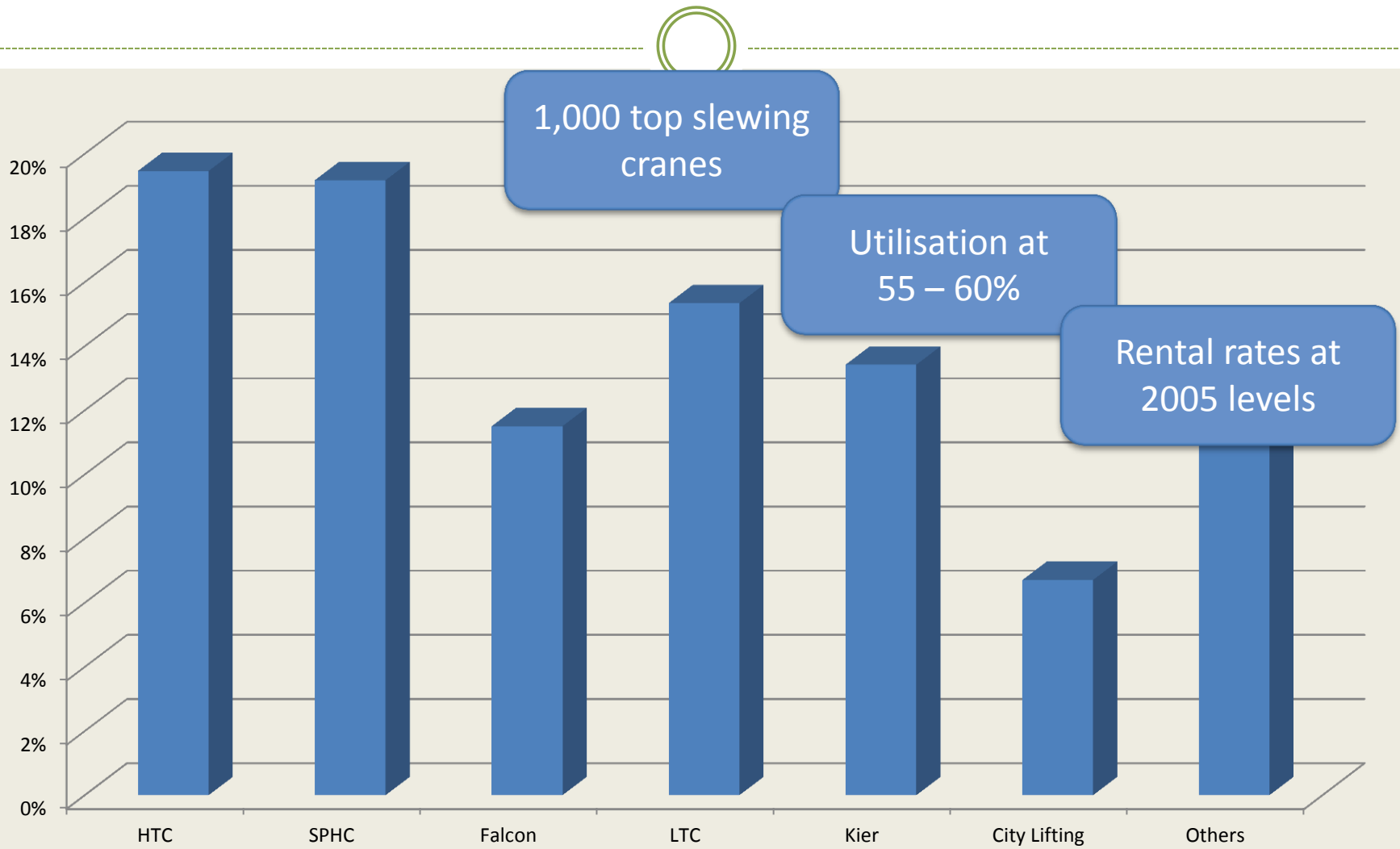
...in London construction volumes have trebled since 2009...

UK Market – The Reality



- Banks continue to force contractors into administration
- Construction costs now cheaper than New Zealand, Qatar & Belgium
- Little or no work outside of London

UK Tower Crane Capacity



HTC – Our Focus



↕
Required for continuous investment in equipment, systems and people

↕
Our lifeblood without whom we have no business, no exposure

↕
Our objective is to grow long-term value

HTC - Approach



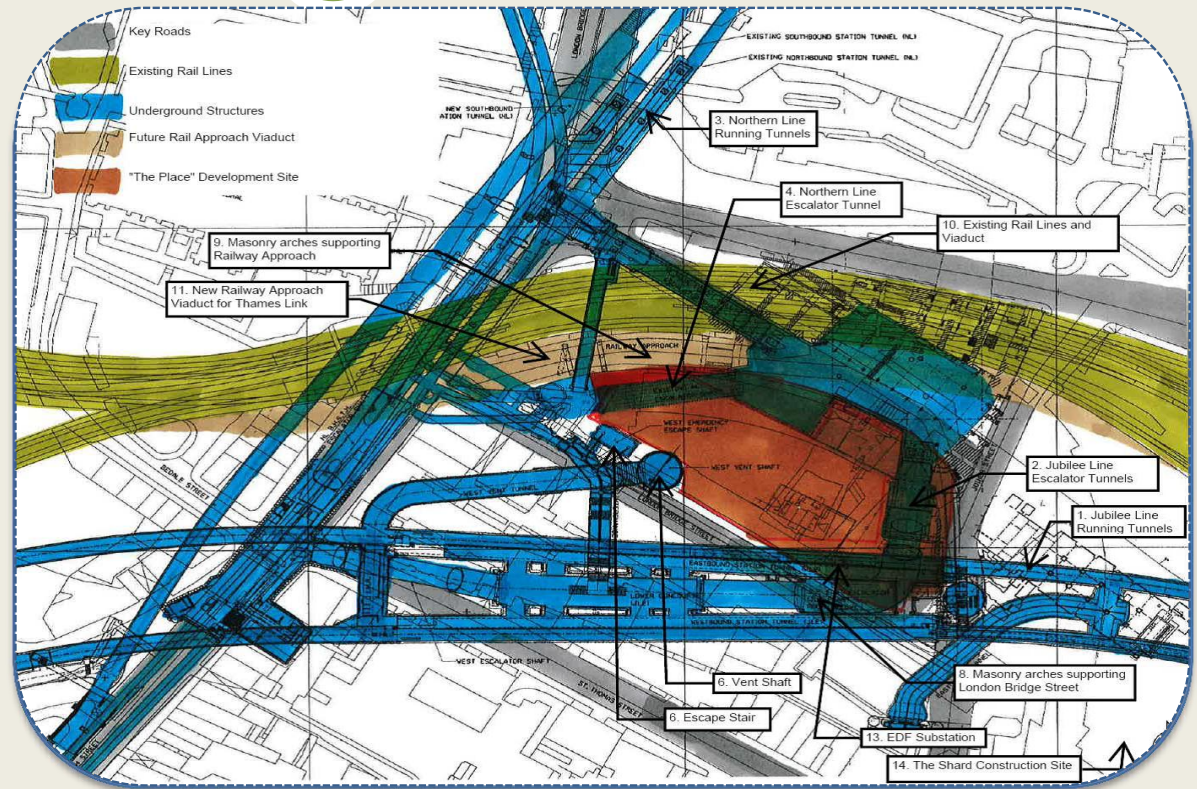
- Engineered Solutions
- Inclusion & Engagement
- Delivery & Satisfaction
- Training & Experience



Case Study – London Bridge Place

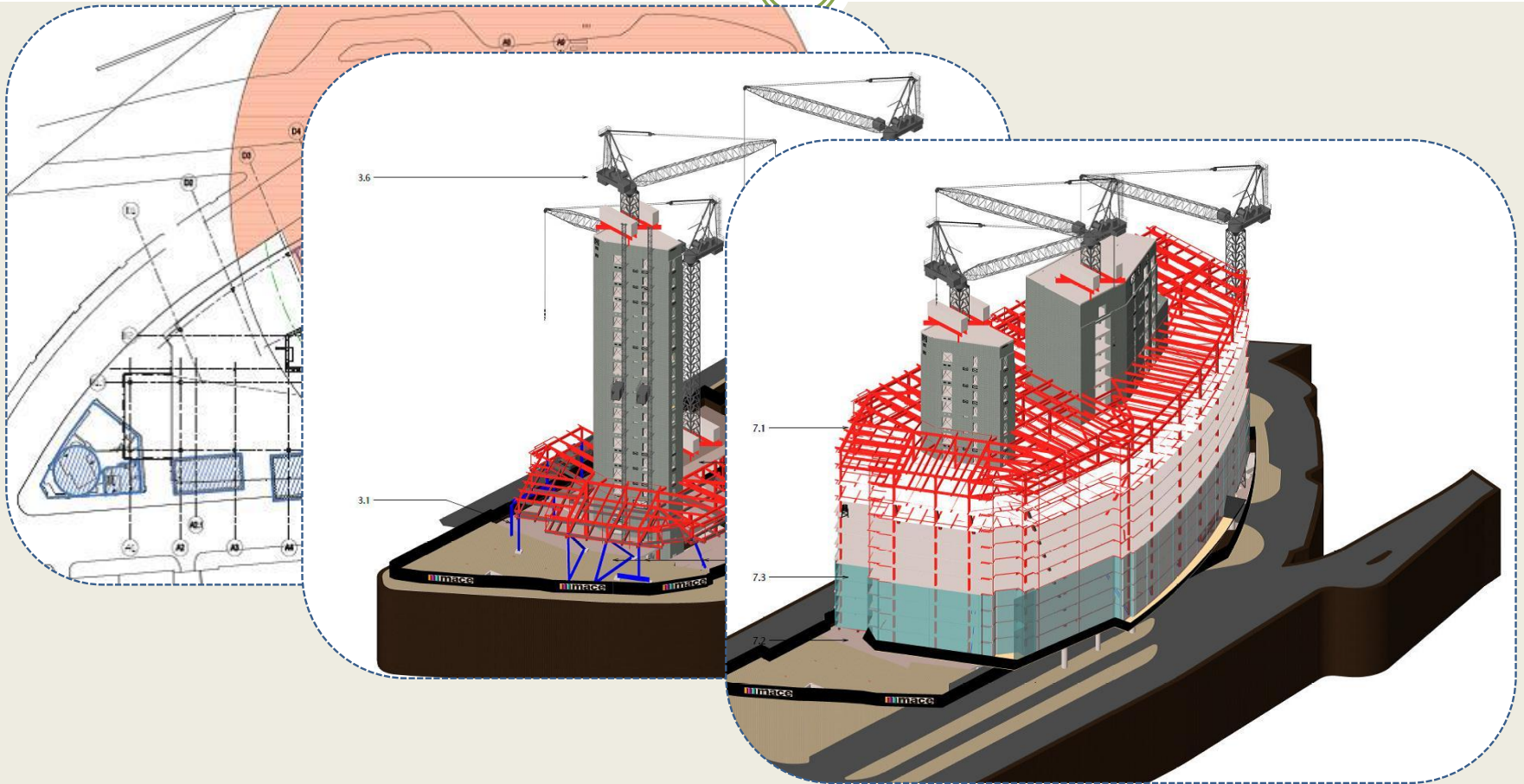


- 20 Storey steel framed block, with 2 levels of basement
- 2 large RC cores
- Required lift capacity of 10.5Te (de-rated) in single line operation



Adjacent to a major railway station and the construction of a viaduct for a new railway line, access only on one side and on top of an operational bus station and two London Underground lines.

Case Study – What happened next...



- With over 10 operations, including erections, climbs, dismantles and jib extensions / reductions only three operations required a mobile crane

HTC – Service



- Thorough pre-installation regime supported by excellent workshop facilities
- Enhanced preventative maintenance
- Recorded pre-dismantle check
- Guarantee 98% reliability



The **Wolffkran Control Cabinet** being used to simulate the crane working, this gives us complete confidence in what we send out

Value Added



Objective

- Increase Marketshare
- Increase Revenue
- Protect Revenue
- Reduce Costs

Action

- Reduce Rates
- Reduce Rates
- Reduce Rates (to excuse the poor service!)

NO WIN SITUATION

Value Added



- People
 - Attract the best
 - Identify the talent
 - Train, nurture and develop

Integration with our OEM



An integrated anti collision system to supplement the highly successful CC90 zoning system.

Collaboration and communication between other dealers

Final request ...extension of the resale business, which gives you;

- Control of the factory gate price
- Control of the factory output
- Entries into new markets

Gives me an outlet for my 1985 600EC!

WIN-WIN SITUATION



Any Questions...

