



## **IHIMER HEADS EAST: NEW RANGE OF SKID-STEER LOADERS READY TO HIT THE MARKETS IN ASIA AND OCEANIA.**

**The Tuscany-based company will be at the 2012 Bauma China exhibition for the first time to present its new range of skid-steer loaders, models AS12-AS30-AS34, plus the widely acclaimed award-winning and ecofriendly CARRY 105 EP.**

San Gimignano, 23 November 2012 - **IHIMER** (a company set up 10 years ago as a joint venture between IMER Group and IHI and specialised in the production and marketing of mini excavators, skid-steer loaders and mini dumpers) **will be present for the first time at Bauma China 2012** (Shanghai, 27-30 November 2012) **in the exhibition area of IHISCE** (a Chinese company linked to the IHI Japanese network) **in the outdoor area, Stand A03, close to the south gate.**

<<Since the summer of 2012 – explains Ihimer sales and marketing director Iginio Elefante - we have been marketing and selling in China IHIMER mini excavators, made in Italy in our San Gimignano plant. This has been possible thanks to the recently launched and highly profitable collaboration with IHISCE, which handles distribution of our products nationwide on the Chinese market>>.

In participation with IHISCE, IHIMER will use the Bauma China 2012 event to present several of its own brand Italian-made machines: **AS12, AS30, AS34 and CARRY 105 EP.**

Iginio Elefante proceeds << **The new models we will be showing at the event are the latest generation of skid-steer loaders, reliable, safe, and designed to guarantee absolute respect for the operator and the environment. Our participation at BAUMA China will serve as a springboard to launch the IHIMER brand on the markets of the Far East and Oceania. This is a new range designed, developed and manufactured in Italy by the Tuscan company, which is now reaching out globally to the world market of earthmoving machinery.>>**

Thanks to synergy developed with the Japanese company IHI and now with its new partner IHISCE, the Tuscan company can offer Italian made machines, which feature world-renowned performance levels and technical excellence. IHIMER once more confirms its role **among the leading players in the earthmoving machinery sector, constantly attentive to innovation and operator safety. The new AS30 and AS34 skid-steer loaders to be unveiled for the first time in China are reliable, powerful, fast, and equipped as standard with hydraulic servoassist on both**

propulsion and loader controls. At a weight of 3075 kg (AS30) and 3425 kg (AS34), the machines have ISO load capacities of 850 kg and 1020 kg, and a break out force of 2388 kgf and 2836 kgf respectively.

The main construction characteristics aimed at assuring the maximum levels of comfort and ease of operation are included in the standard configuration package of both models: sprung seat with dual positioning adjustments, multifunction joystick, loader arm damper, loader arm float system for automatic levelling, two ground speeds, hand throttle and accelerator pedal, traction control system and manual engine idle control.

## **ABOUT IHISCE**

**IHISCE** is a member of the Japanese group IHI, set up as a joint venture between **IHI** Construction Machinery Co., Ltd. and **SCE** Electrical Holdings Co., Ltd.; the company is based in Xiamen in China, where it specialises in the production of mini excavators for distribution on the Chinese market.

## **IHIMER**

The **IHIMER** plant in San Gimignano in the province of Siena, Italy, has a workforce of 54 and covers a surface area of more than 36 thousand square metres. The company's ongoing search for innovative solutions combined with its in-house design activities allow it to offer cutting-edge machinery perfectly suited to the requirements of the market. IHIMER's production capacity can satisfy all specific needs, thanks to the firm's ability to supply customisations and modifications on the basis of customer specifications. This is the outcome of massive expenditure in R&D (which has made it possible to maximise the quality levels and innovative contents of IHIMER machines), the commitment to achieve the highest levels of efficiency while keeping tight control over costs, and the attention focused on creating a widespread European distribution network. **IHIMER products are marketed through a network of more than 100 distributors and dealers, providing uniform coverage of the main European countries. A worldwide distribution network has already been set up for the skid, Access and mini dumper lines.**

### ***IHIMER Press Office:***

***Ghiaroni&Musiani S.r.l.***

***Contact: Silvia Musiani***

***ph. +39.339.6221740***

***Skype: silvia.musiani***

***[s.musiani@ghiaronimusiani.com](mailto:s.musiani@ghiaronimusiani.com)***

***[www.ghiaronimusiani.com](http://www.ghiaronimusiani.com)***

### ***IHIMER Marketing Department:***

***Contact: . Elisabetta Bardi***

***Loc. Cusona - 53037 San Gimignano  
(Siena)***

***Tel. +39.0577 95121***

***[e.bardi@ihimer.com](mailto:e.bardi@ihimer.com)***

***[www.ihimer.com](http://www.ihimer.com)***