Building for the future

Major investment underlines Perkins’ commitment to engineering excellence
Over the last 75 years Perkins has grown from a small business working out of a tiny backstreet workshop in the heart of Peterborough to become a global force in the off-highway industry.

The production and versatility of legendary engines coupled with Perkins’ continued desire to innovate and develop the diesel engine has seen more than 17 million engines entered into service in the off-highway market. As Perkins celebrates its 75th anniversary, the company’s story – a true tale of engineering triumph – is examined in a special four-page feature.

As well as celebrating its heritage Perkins is continuing to look to the future with the announcement of a £30 million investment in a global crankshaft machining centre at its Peterborough headquarters. Powernews takes a look at how the manufacturing investment will ensure Perkins continues to build on its entrepreneurial heritage as an innovative diesel engine manufacturer.

This edition also includes a feature on Canada and the diverse challenges and opportunities for off-highway manufacturers and suppliers operating in the world’s second largest country.

Plus there’s the usual mix of stories detailing Perkins’ activities and those of our OEMs and distributors around the world.

If you have any application or customer stories you would like to see featured in Powernews, or if you would like to receive more copies of the magazine, contact me using the details on page 3.

Annette Johnson, editor
Top 100 slot for Perkins 400 Series

Red Sutton, left in picture (far right) presents Perkins North America sales manager John Donatw with a crystal award plaque at the World of Concrete trade exhibition in January in Las Vegas.

Mr Sutton, editor of Construction Equipment magazine, and his staff selected the Perkins 400D as one of the top 100 new products for 2006. Construction Equipment is an 80,000-circulation publication aimed at construction companies and contractors in North America. The 400 Series was selected in the ‘ancillary products’ category. Perkins was delighted to receive the prestigious honour, particularly as the magazine does not have a specific ‘engine’ category.

These investments pay off for equipment users – the people who read our magazine – in the form of greater productivity, efficiencies and safety. Products like the Perkins 400D also ensure a competitive marketplace.

Perkins Stafford played host to 34 European gas engine customers in October to further promote its gas engines offering. Representatives from the likes of Cogenics in the UK, to BU Power Systems in Germany, attended the event to discuss Perkins’ gas product’s future development plans, and requirements for developing gas markets.

The event provided a great opportunity to introduce the new turbocharged raw water-cooled spark

Manitou has recently launched a mid-range telehandler that is ideal for rental end users. Powernews has all the facts and figures.

**SPOTLIGHT**

Manitou North America, Waco, Texas, recently unveiled its MT 732 telehandler, an ideal machine for rental and users who require a mid-range telehandler with multiple attachment capabilities.

This 7,000-pound capacity, 225 lh ft height utility telehandler offers multiskilling capabilities with the necessary capacity and lift height for construction jobsites, as well as a reinforced beam for loader jobs in agricultural or municipality settings.

“We’re really excited about the MT 732,” said Ryan Ford, product specialist. “It’s a nice machine that fits well with the rest of our product line. We are calling it a utility machine because it is larger than our compacts and smaller and more versatile than our full size units. The new joysticks add to the utility of the 732 as well. We wanted the name to fit the machine.”

According to Ford, the MT 723 will feature Manitou’s new LPS (Load Placing System) hydraulic controls, which have been designed for easy use and productivity of all functions. The LPS joystick controls feature dual-linked joysticks that provide both lift-and-place and transmission functions.

In addition, the directional control of the transmission is integrated into the joystick, allowing for single-hand operation of all telehandler functions. The left hand can be fully utilised to steer the machine while the right hand controls all hydraulic and transmission functions.

Other features on the MT 732 include a Tier-2 compliant, 84-hp Perkins 1104C-44 naturally aspirated engine that is designed to provide power and low-end torque. The standard torque converter transmission with electro-hydraulic neutralising, four forward and four reverse gears and shift-on-the-fly capabilities, allows fast and precise maneuvering while putting maximum torque to the drive wheels.

Versatility keeps Lindner on the right track

The versatility of the Unitrac, which is powered by Perkins, has made it a popular choice for many customers.

Agricultural machinery manufacturer Lindner’s new Unitrac ‘92 for the agricultural market and the ‘02er for local operations boasts both a modern design and numerous technical additions.

This year 200 Unitracs transporters are to leave the Lindner works in Kundl, Austria. The Unitrac can accommodate both big and small items – a fact appreciated by Mr. Messner-Schmutzer, a customer from Heiligenblut in Germany.

Mr Messner-Schmutzer said: “I am convinced of the fact that this transporter is the best vehicle present on the market. And the new Perkins engines are probably the propulsion power also the most suitable engines for such good, matured and reliable vehicles.”

The ‘92er and the ‘02er include a comfortable cabin, which can be tilted by hydraulic mechanism laterally around 50 degrees, without the need of tools. Further highlights include a good suspension high-performance chassis with optional four-wheel steering as well as the powerful 4.4 litres Perkins turbo diesel engines with electronic Common Rail injection.

With an output of 100 hp (74.5 KW) on the ground, emission limits are below Stage 3.

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Middle East

Top sellers get their rewards

An awards ceremony to recognize the best regional sellers of Perkins spare parts was recently held at Kanoo Machinery – EP Saudi Arabia.

Sales people looking after the top Perkins customers were given a special achievement certificate, along with a gift from Perkins.

The event, held at the Spare Parts Department of Kanoo Machinery in Dammam, was designed to encourage staff to focus on customer service.

Certificates were presented by Doug Abbott, service executive at Perkins, Nigel Lewis, divisional manager at Kanoo Machinery and Willy Chaudhuri, parts manager at Kanoo Machinery.

Best Perkins sales awards were given to Shaikh Sharfuddin, senior product support engineer; Abdulla Baner, counter sales supervisor, and Rami Al-Dubyan, counter salesman.

Perkins’ campaign champion award was given to Waziruddin Mohammad, parts sales supervisor.

EIMA

Perkins sets the standard

Once again the Perkins stand (below) attracted a lot of interest at the recent EIMA exhibition with agricultural, generating sets and industrial engines all on show.

The event was attended by more than 1,800 exhibitors and 135,000 visitors, of which 18,000 had travelled from abroad.

Perkins stand manager Stefano Meneghini said: “We had a huge number of visits from OEMs, importers, final customers, as well as students.”

Manitou’s winning formula

Eager to test the capabilities of its MRT 3050, Manitou BF took its red machine to Imola’s Formula One circuit.

The MRT 3050, which has a telescopic handler with rotating turret, is powered by Perkins’ 1106D engine rated at 159 kW @ 2200 rpm.

The machine, can act as a telehandler, a lift platform or a crane depending on which accessories are fitted.

The machine’s design and product development took place at Manitou Constructions Industriale (the Italian branch of Manitou) and was actively supported by Perkins Vista D staff and application engineering.

Manitou’s two-day test saw the Perkins 1106D power the machine round the racing track, covering about 200 km in total.

A crystal globe to Paul Ferris, the managing director of LSHM, was given to Shaikh Sharfuddin, senior product support engineer; Abdulla Baner, counter sales supervisor, and Rami Al-Dubyan, counter salesman.

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China team opens for business

Lai Shing Hong Machinery Limited (China) has been officially opened as the latest addition to the Perkins Distribution network.

The 6 Sigma project, lead by Matt Bhatlah, culminated in a lavish opening ceremony that was scheduled to coincide with the Bauma China exhibition. The ceremony began with an address by Lawrence Poh, Executive Director at LSHM, who spoke of the commitment of LSH to the Perkins business and thanked the Perkins team for its dedication and professionalism throughout the distributor start-up programme.

He spoke of many good and prosperous years ahead in the China market and how the strength of the Perkins brand and the experience and dedication of LSH personnel would combine to become a winning team.

Hans Haefeli, President Perkins Engines Co. Ltd, spoke about the history and heritage of the business, before talking about the lasting partnership with LSH which is set to take the brand forward in China.

“Our vision for the future is of a strong and positive relationship with LSH, where Perkins can benefit tremendously from your engine experience and knowledge. We know that end users will reap the benefits of the localized parts and service support and OEMs will gain hugely from having your engine expertise and applications support so close at hand,” he said.

He continued to praise the achievements of LSHM, Perkins and the 6 Sigma project team by adding: “We have been impressed with the concerted efforts of everyone concerned in attaining Level 3 compliance. Believe me this is a great achievement and bodes well for what I’m convinced will be an exciting future.”

After congratulating LSHM’s Hans Haefeli, presented the final address was given by Benny Wang, general manager of LSHM Perkins Group, described the Perkins Distributorship and what it offered its customers. He focused on the product support capability of the headquarters in Shanghai and how this strategy would be deployed on a province-by-province basis.

The ceremony’s highlight was the speech by running Chinese Lion Dancing - thought to bring good luck and long life - which was accompanied by gongs, drums and firecrackers.

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Part of the Perkins family

Perkins Sabre has appointed Istanbul-based Ilkerler Otomotiv as its new distributor in Turkey to capitalise on the country’s fast-expanding boatbuilding industry and the growth in marinas and marina berths.

The company will be responsible for both leisure and commercial engine sales throughout Turkey, together with sales of the Perkins Sabre onboard generator set engines.

“Boat production in Turkey has increased by more than 60 per cent in the past five years and, in the past

Perkins’ operations director Allan Arnott honoured his commitment to Hull-based Allam Marine when he personally delivered the 15,000th engine purchased in one year.

The landmark delivery followed a previous promise Mr Arnott had made to generator builder Allam Marine nine years earlier.

In 1997 Assem Allam, owner of Allam Marine, bought 1,000 engines in one year from Perkins and promised he would be buying 10,000 in ten years’ time.

Mr Arnott promised Mr Allam that if he achieved this target he would personally deliver the 10,000th engine bought in a single year.

Nine years later Allam Marine has increased its output more than tenfold, with Mr Arnott delivering the 15,000th engine in 2006.

Mr Arnott said: “I looked on this as a tremendous challenge but, having worked with Assem since 1993, I knew he had the drive, ambition and vision to achieve this level of operation at some point in the future.

“Alam Marine is a highly valued and significant partner of Perkins worldwide,” he stated, adding that he was delighted to help the company celebrate such an achievement.

The company was expected to have bought 15,500 engines from Perkins by the end of 2006 and was set to record an annual turnover of £2m.

Established in 1981, Allam Marine supplies generators around the world, and was last year presented with the Queen’s Award for Enterprise in recognition of its export success.

Mr Arnott said he was ‘delighted’ that Mr Allam had honoured his commitment by delivering the engine to Hull.

“I have been pleased to do business with Perkins over the years – they have always supported us and have supplied us with high-quality components that are vital for our generators,” stated Mr Allam.

Dave Robinson, sales manager Perkins Electric Power said: “I’d like to thank Assem Allam for taking the time to go and visit Allam Marine. His visit demonstrated the importance Perkins places on commitment and delivering on our promises.

“Assem Allam was extremely delighted that Allam had taken the time to visit, and it was a wonderful event.”

Queen’s award recognises Allam’s overseas growth

Allam Marine, one of Perkins’ key power generation OEMs, was recently presented with the prestigious Queen’s Award for Enterprise 2006.

The Lord-Lieutenant of the East Riding of Yorkshire, the Hon. Mrs Susan Cunliffe-Lister made the presentation in the presence of Hull East MP John Prescott.

Company founder and MD, Assem Allam, received the award at Allam Marine’s factory in Lime Street, Hull. The Queen’s Award for Enterprise 2006 was awarded to Allam Marine for its export sales growth, currently representing around 90 per cent of the company’s turnover.

Mr Allam was delighted with the award and said: “I was thrilled that so many distinguished guests spent time at Allam Marine to learn about our business and were here for the presentation of this prestigious award which means so much to the whole company.”

With an average year-on-year growth rate of 30 per cent, turnover exceeded £40 million in 2004 and reached £62 million in 2006.

Operations director Ehab Allam attributed the company’s success to its unique product packaging and branding strategy which has enabled Allam Marine to increase market share in existing territories as well as successfully penetrate new markets.

Allam Marine was recently named as the 77th out of 100, fastest growing private businesses by profit and turnover, in a Sunday Times survey.

Along 100 representatives from key Russian and international OEMs attended a special open day organised by Hited.

Welcomed by owner and MD of Hited, Sergey Volkov, the event included a presentation by Perkins’ Norbert Schuchert.

Mr Schuchert spoke about Perkins, the company’s product support strategy and OEPD (Original Equipment Manufacturers Dealer).

A presentation from Hited’s engine sales managers addressed the product range and the impact of the emission levels Russia is planning to comply with.

The presentations were followed by lively round table workshops at which participants praised the Perkins distributor’s high level of professionalism, training and equipment.

Among those who attended the impressive event were Bobcat, Class and Atlas Copco.

Jeevan Diesels & Electricals Ltd was established in 1978, and is now one of the leading generator OEMs in India for diesel-generating sets ranging from 3kVA to 2000kVA.

It is also a key OEM for Perkins Engines in the electric power segment for the SAARC (South Asia and Asian regional countries) nations.

The company has an extensive branch and service network in India’s major cities, with assembly of diesel generating sets carried out at its manufacturing units at Panchkula and Sivash.

MikeJustice, account manager at Perkins said: “We are investigating the E.P large engine market sector in India together with Jeevan Diesels who have already identified a number of projects involving 2000 and 4000 series engines. The prospects to enter this market are encouraging and we are working close with Jeevan Diesel to achieve our first reference utilising Perkins large engines.”

Both JEEVs’ facilities at Panchkula and Sivash are ISO 9001 accredited and equipped with ultra modern machines, manufacturing and testing facilities.

Perkins’ Jack from JDEL said the company had also recently invested in a CNC and powder coating facility for manufacturing world-class silent gensets at its Panchkula unit.

The Lord-Lieutenant of the East Riding of Yorkshire, the Hon. Mrs Susan Cunliffe-Lister made the presentation in the presence of Hull East MP John Prescott.

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Hited plays host to 100 OEMs

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SPOTLIGHT

Powernews charts the history of the BU group of companies, an operation that has built its success on a strong customer focus.

Today’s BU BUCKER UNTERNEHMENSGRUPPE has come a long way since its foundation in 1963 as an overhauling company called Motoren Bücker & Essing. Over the years the focus of the company’s services has changed considerably, with new business areas developed in order to meet the customers’ changing requirements.

In 1998, when Dr Carsten Bücker took over, the course was set for a future-oriented company policy and structure. Formerly specializing in exchange turbochargers and marine engines, the company soon became a successful manufacturer and service company. Due to the successful development of new business areas, BU has now become a customer-oriented group of companies with different subsidiaries.

The BU BÜCKER & ESSING company is established as a leading manufacturer of walking mobile excavators, municipal service vehicles and special vehicles in the international market. The company has produced innovative walking excavators since the 1960s.

Located at ‘La Puebla de Alfindén’, just outside Zaragoza - a thriving industrial area close to the rolling valley of the river Ebro, over the past 20 years Gesan has been transformed from a small Spanish business into the international company it is today.

Last year Gesan celebrated 20 years in the electric power business. Perkins’ Dave Robinson and Chris Marrameno visited its Spanish headquarters to present company founder Mr San Gil with a commemorative plaque and glass bowl, while more than 150 employees were presented with Gesan polo shirts commissioned by Perkins for this special event.

As a result of the demonstration, Allight received an order for two Geminiani 404C-22 silent packs from Brown Bros Engineering, one of Allight’s long standing Perkins engine OEM’s.

Steve Bosnar, state manager / national product manager pioneer products, from Brown Bros Engineering said: “The fact that Geminiani use Perkins Engines was an added benefit, as we’ve had nothing but good experiences with Perkins and Allight.”

In 2006 Perkins asked BU POWER SYSTEMS to undertake the training of distributors in East Europe, Switzerland and Austria. Based on the successful work carried out for Perkins, FG. Wilson also assigned its distribution and service for the German market to BU POWER SYSTEMS. The company is now able to specify engine solutions as well as Gemat solutions.

At their service: BU’s service base at Magdeburg.

Kaiser walks its way to a leading position

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Life saving venture

Two fire engines have been successfully delivered to firefighters in Iraq and Kurdistan thanks to a partnership between Perkins Engines Company, the Fire Brigades Union (FBU) and Cambridgeshire Fire and Rescue Service.

As one of the fire engines, a 1987 Dennis RS135 was powered by a Perkins diesel engine. Perkins decided to support the project both financially and logistically.

A team of FBU officials undertook the humanitarian trip, traveling nearly 5,000 kilometers to hand over the vehicles to officials of the General Federation of Iraqi Workers in Di Haik in Kurdistan. From there 1987 Dennis RS135 was taken on to Baghdad in Iraq, while the other vehicle was taken to Irbil in Kurdistan.

Adrian Clarke, regional official of the FBU for the East of England said: “In my experience this was a unique partnership led by a trade union and supported by both a public service and a private industry company to deliver humanitarian help to another part of the world.

As one of the vehicles was powered by a Perkins diesel engine the FBU contacted Perkins and requested its help. Along with a financial donation Perkins supplied a basket of parts for the engines. The company also gave the team a list of distributors in every country which the vehicles would travel through and instructed these distributors to support any requests for assistance.

The engines proved to be extremely reliable with the only vehicle breakdown being electrical faults. Marion King, marketing communications manager at Perkins said: “We were delighted to be able to support such a worthwhile humanitarian project.

“After meeting Adrian Clarke, who explained the background to the trip, we immediately agreed it was something Perkins wanted to support. Our sponsorship committee decided to assist with the cost of the trip but we also wanted to help ensure the vehicles made it to their final destination.

“We spoke to our distributors throughout Europe and the Middle East and they all agreed to provide assistance to the team throughout their trip.

“We were delighted to hear both vehicles had been delivered safely and that the Perkins engine had performed extremely well throughout the journey.”

Mr Clarke said: “Both Perkins Engines and Cambridgeshire Fire and Rescue Service should be congratulated on their support of this life saving project and they should be proud that they employ people who not only talk the talk on diversity issues but that they are also prepared to walk the walk with their individual actions.

“The fact is that these fire appliances that served the communities of Cambridgeshire are now carrying on what they were designed to do and are helping to save lives once again.”

In the early 1930s, two British engineers embarked on a business journey that would eventually see Perkins become one of the world’s leading providers of off-highway engine solutions. Now, as the company celebrates its 75th year, Powernews tells the Perkins story.

75 years of success

2007 is an important milestone for Perkins as the company celebrates its 75th anniversary. In 1932, an entrepreneurial British engineer and a shy but brilliant engine designer set up business together in a tiny backstreet workshop in the centre of Peterborough.

Frank Perkins and Charles Chapman were two men with little money but a big idea. Perkins was enterprising, imaginative and an aggressive salesman, while Chapman was an engineering genius who dodged the spotlight. From humble beginnings the company continued to grow with Chapman able to conceive revolutionary engineering solutions and Perkins able to exploit them with extraordinary vigour and market them to the world.

The story of Perkins, which this year celebrates its 75th anniversary, is a classic tale of engineering triumph.

Today, through continuous product and process development, with support from a sophisticated worldwide distributor network, Perkins has grown to become the leading supplier of diesel and gas engines in the 4-2000 kW (5-2600 hp) market. Ranging from 5 to over 2,600 hp, Perkins engines power more than 5,000 different applications found in over 1,000 major equipment manufacturers, and are purpose-built to suit individual needs.

Before Perkins and Chapman the diesel engine was a heavy, slow revving workhorse, lacking dash and performance. Chapman’s concept was the high-speed diesel – a motor that could challenge gasoline as the primary motive power.

The world’s first high speed diesel engine was Perkins’ four-cylinder Vixen, which made its debut in 1932, and in October 1935 Perkins became the first company in the world to sell six world diesel speed records for a variety of distances, set at the Brooklands racetrack in Surrey.

In 1947 Perkins moved its production from Queen Street to Eastfield in Peterborough, and by 1966 the company had won its first Queen’s Award.

Today Perkins is recognised as a world leader in the design and manufacture of industrial diesel engines throughout the world. By designing, delivering and supporting medium duty diesel engines and power solutions, Perkins aims to be customers’ first choice to power their world.

Perkins first full year of production resulted in just 35 engines all destined for trucks and cars, a far cry from the 300,000 that are produced each year today. More than 17 million engines have entered into service in the off highway market and continue to provide Perkins customers with a high standard of service.

Operating in five main markets: Agriculture, Construction, Power Generation, Industrial and Marine Handling, Perkins provides power solutions whatever the requirement.

The story of Perkins is a story of invention, determination and consummate skill. Over the past 75 years Perkins has continued to innovate and develop the diesel engine, paying homage to Frank Perkins’ drive and determination and the sentiment of his original belief of “Where there is no vision, people perish.”

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“Where there is no vision, people perish...” - Frank Perkins

Powernews sets out key milestones on the Perkins journey from humble beginnings in Peterborough to a global business.

1932 From humble beginnings in Peterborough, Frank Perkins launched his first engine – the 4 cylinder Vixen.

1933 The first full year saw 35 engines produced and a major manufacturer, Commer Cars already taking engines.

1936 Perkins grows in stature and volume, becoming a full member of the Society of Motor Manufacturers and Traders (SMMT) and produces 556 engines during the year.

1937 Many years ahead of the competition the P4 and P6 engines emerge from the Queen Street headquarters.

1946 Between 1937 and 1946, 12,000 engines were built, most destined for marine use.

1947 Perkins opens its new Eastfield plant on November 10.

1953 Now a public company and growing the business overseas, Simpson and Co of India becomes the first of many subsequent licensees stretching from Latin America to Asia.

1959 Perkins was acquired by its largest customer Massey-Ferguson and Frank Perkins retires from active management of the company bearing his name.

1960 As successor to the P6, the 6.354 heralds a new era of rapid sales growth into many applications and 2 million engines nears.

1964 The iconic 4.236 engine, which went on to power more than 4.5 million machines throughout the world, is launched.

1965 Launch of the VB 510 and a new era of track engine manufacture begins.

1967 Aged 78, Frank Perkins passes away peacefully at his home in Peterborough.

1969 Annual worldwide production tops 350,000 units establishing Perkins as a leader in its power sector.

1975 Production of “Series” off highway engines begin.

1984 With the acquisition of Rolls Royce Diesel International, later to be known as Perkins Engines (Shrewsbury) Limited, Perkins gains a strong presence in the UK truck market, military vehicles and larger gen-sets.

1985 Perkins celebrates the production of its 10,000,000 engine while Prima, the world’s first truly high speed direct injection engine, heads towards production.


1989 Annual worldwide production tops 350,000 units establishing Perkins as a leader in its power sector.
Perkins’ logo: the marque of excellence

Today it is instantly recognisable around the world but the Perkins logo has an interesting history of its own – having, like the company, continually evolved over the past 75 years.

In the early years the company name was displayed simply and in block capitals, but in 1938 the first symbol – a shield bearing a stylised ‘P’ with a laurel wreath and the word DIESEL – appeared. Soon after a new symbol was proposed. It is thought Laurie Hancock, who was responsible for the company’s publicity and advertising, was its designer. The new logo took the form of the four circles and the diamond still used today.

Perkins

There have been various explanations as to the symbol’s meaning, but in 1982 Laurie Hancock wrote: “I personally designed the present ‘sign’ or ‘symbol’, denoting the four men and a boy (who formed the original company), namely Charles Wallace Chapman, George Derek Perkins, Francis Arthur Perkins and Captain Alan Richardson. The boy in question was Edward Marvill.”

The symbol had a thin outline, with the stylised ‘P’ in the centre. It was used by itself and the company name appeared in a heavy italic script for some years. The use of the simple symbol with thicker outline and always with the ‘Perkins’ in set script and to set rules and procedures came in the 1970s. The Perkins logo now forms one of the most long-lived, well-known and respected identifications in engineering today.

1994 Perkins acquires Dorman Diesels, renamed Perkins Engines (Stafford) Limited and continues to grow in the diesel and gas power generation sector.

1998 Caterpillar Inc acquires Perkins Engine Company Limited for US$ 1.3 billion, creating the world’s largest diesel engine manufacturer.

1999 Perkins launch its New 1000 Series range with more customer benefits and emission compliance.

2001 Launch of the super quiet Tier 2, 400 Series engines along with the 1100 Series range of 3,4,6 cylinder engines offering more customer choice with electronic or mechanical routes to emissions compliance.

2003 Getting closer to customers in South America, a manufacturing facility is opened in Curitiba, Brazil. In the same year equipment goes into a new facility in Griffin, Georgia, USA for the manufacture of 400 Series engines in its major market.

2006 HRH Duke of Kent visits Perkins Shibaura to present another Queen’s Award to Perkins, this time for our success with 400 ... 75th year, the new track 8 is installed in Factory 2 in preparation for producing the award winning engines of the future.

Massey Ferguson has introduced significant new features to ten models in its mid range 90 – 150 hp MF 6400 and MF 7400 Series tractors.

All models are new powered by the latest generation, common-rail and four valves per cylinder engines, completing Massey Ferguson’s introduction of Tier III engines to the complete 90 – 215 hp MF 6400 and MF 7400 ranges.

Laurent Pernin, Massey Ferguson’s general marketing manager, medium and high horsepower tractors, said: “These are very advanced machines featuring the best engines, transmissions and front linkages in the industry and a comfortable cab offering an incredibly low noise level. The machines are functional and a joy to drive, offering performance and features that will make any user proud to own one.”

All new models in the MF 6400 and MF 7400 Series are equipped with the latest generation four- and six-cylinder Perkins engines and new SisuDiesel four-cylinder units in the 115 hp MF 6600 and 125hp MF 6740 models. All offer exceptional airflow with four valves/cylinder with common rail fuel injection and electronic control.

These new power units comply with the latest Tier III emission regulations. At the same time Massey Ferguson engineers have taken the opportunity to alter engine characteristics to provide more power and torque, about 10hp of extra power lower at lower engine speeds and about a 20hp boost for PTO and transport work.

The flexibility of these powerful engines ensures all models have superb power-to-weight ratios, ideal for modern businesses that require a versatile machine capable of carrying out a wide range of jobs.

The engines are now aerosprayed under a sleek, new bonnet. This practical design pivots at the rear and raises up fully. On six-cylinder models the air cleaner and new cooling package now also fold forwards and upwards, offering plenty of room for servicing and servicing these, as well as the main radiator.

While the MF 7400 continues to offer operating flexibility with its Dyna-VT continuously variable transmission, all new models in the MF 6400 Series are now equipped with Dyna-6 Eco transmission. This design has very low driveline losses, which ensures maximum power and torque delivery to the wheels and PTO, combined with good economy.
Steve Bloodworth, Perkins' ESC product manager, said: “PQM made great revenue from this sale, but it is after the ESC has been sold that the benefits ... any claims, plus they will sell more maintenance parts because customers must buy genuine for the duration of the contract.”

Meanwhile Spanish distributor Modipesa has sold 25 ESCs to end users running gensets manufactured by a variety of OEMs, including Gasea, Himoinsa, Innoset, Francetec and Intercamco. Its sales were the first in Europe and protected the smallest engines in Perkins product range - the 400 Series.

Sales of Perkins’ Extended Service Contracts (ESCs) – designed to give customers added peace of mind and protection against unexpected repair costs – are really gathering momentum since their launch just four months ago. Existing and new owners of Perkins engines can purchase ESCs through the Perkins Distribution Network.

An ESC covers the costs of defective replacement engine parts, repair time, labour and travel time. It provides customers with long-term peace of mind, protection against unexpected repair costs and the global support of authorized Perkins distributors.

ESCs cover Series – 400, 800, 900, 1000, 1100, 1300, 2300, 2800 and now 4000 engines. They are also available for Industrial or Electric Power Generation applications.

Jacobo Alfaro, Modipesa product support, said: “Using our customer base we have focused on three or four small customers to launch this program. We had a lot of experience with Perkins engines in our rental markets,” he said, “and we’re working hard every day to make sure Xtreme is the leader in that market. Sold machines, best-in-class components, and customer-focused service are the things that got us here, and we don’t intend to change any of them in the future. “We had a lot of experience with Perkins engines in our rental markets,” said Ahern, who also owns Ahern Rental, a major western-US equipment rental company. “And we are well satisfied with their quality and performance, as well as their reliability under the rugged conditions encountered by rental equipment.”

“Let’s be honest, folks who rent equipment tend to work it hard and not pay much attention to things like maintenance. Perkins engines deliver under those rugged circumstances year after year, and that’s one of the reasons you’ll find them on Xtreme machines today.”

Almost as important, though,” he says, “is the support we get from our Perkins Master Distributor, Southwest Products. Tom Haney and the support staff of Southwest Products have been key players in helping us develop our product lines. “And, of course, we know we can depend on the Perkins service networks to be there when we need them wherever our telehandlers and forklifts may be used.”

The team at UTC Engineering.

The first ESC was sold by UTC Engineering to its sister company UTC Leasing, which leases and rents out generator sets. The set was manufactured by Gudaln Machinery in Lagos and contained an 1104 Series engine. The generator, which is currently being leased to First Bank, Lagos Nigeria, has an ESC for four years, 3,500 hours.

Soon after the launch of the 4000 Series ESC, UTC Nigeria and Perkins account manager Matt Rayson announced the sale of an ESC for a 4012 engine operating in Nigeria. There have been many other notable successes with Canadian distributor Perkins Quebec, Maritime (PQI) selling four 1104 ESCs to local genset OEM Detroit Diesel. The contracts will provide the customer with five years peace of mind and protection from the cost of unexpected engine failure.

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Erected, the biennial exhibition for power generation, lighting and small construction equipment took place at the Fiera de Madrid, last year. One of the best shows in Europe for the Power Generation industry, virtually all Perkins’ Spanish OEM’s were in attendance. Perkins engines were packaged in 19 of the 65 gensets on show. This equated to a Perkins presence on nine of the 21 stands including FG Wilson, Atlas Copco, Gasa and Himoinsa.

In 2006 the power generation industry provided Perkins with around 13,000 engine sales in Spain, up from 5,000 in 2004.

Xtreme Manufacturing, Las Vegas, Nevada, launched its new 12,000-pound capacity, 67-foot lift height XRM-1267 telehandler in January 2006, one of the first machines of its size available in North America.

It is powered by a Perkins 1104C-44TA engine -- ideally sized for this very big and long-reaching machine.

Xtreme is a customer of Perkins Master Distributor Southwest Products of Phoenix, Arizona.

With its outriggers in position and the rear axle locked, the XRM-1267 can take a 6,800 pound load to its 67-foot maximum vertical (lift) height and 3,000 pounds to its maximum horizontal outreach of 53 feet, 8 inches. Weighing 46,300 pounds, the XRM-1267 measures 26’6” x 8’6” x 8’11” when stowed.

This telehandler uses a heavy-duty roller boom and dual hydraulic cylinders for improved lift and control.

Powered by the 130-hp Perkins centre inline engine, the XRM-1267 features a three-speed power shift transmission. The machine also has full-time planetary four-wheel drive, and four-wheel, two-wheel, and crab steering. Rear pivot steering is available as an option.

“Xtreme president Don Ahern said: “Telehandlers like the XRM-1267 are rapidly replacing straight-mast lift trucks in many applications because they offer equal or greater lift, greater forward reach, and a superior ability to traverse uneven ground.”

Standard equipment and functions -- all powered by the Perkins engine -- include direct dual-control valve actuation, rear axle stabilization, a back-up alarm, and auxiliary hydraulics. In the cab, adjustable controls and a supervision seat also come standard. With its common-fit QuicAttach system, various attachments can be used on the XRM-1267, including the standard, 10° side lift carriage, and 45° swing carriage, pallet, lumber, and block forks; utility and concrete buckets; a 13-foot truss boom, and a walkboard/shovel material handler.

With Ahern’s commitment to quality, and with its growing reputation for value and rugged reliability, it’s no surprise that the Xtreme line features Perkins diesel power as standard equipment.

“There is always a market for quality,” Ahern says, “and we’re working hard every day to make sure Xtreme is the leader in that market. Sold machines, best-in-class components, and customer-focused service are the things that got us here, and we don’t intend to change any of them in the future. “We had a lot of experience with Perkins engines in our rental markets,” said Ahern, who also owns Ahern Rental, a major western-US equipment rental company. “And we are well satisfied with their quality and performance, as well as their reliability under the rugged conditions encountered by rental equipment.”

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Perkins is to invest £30 million in creating a world-class, global crankshaft machining centre at its Peterborough headquarters.

“This is excellent news for Perkins and for Peterborough,” said Perkins president Hans Haefeli. “What a great way to begin celebrating our 75th year. This commitment and investment will ensure a stronger future for employees and continue to build on our entrepreneurial heritage as an innovative diesel engine manufacturer.”

Through the deployment of highly automated benchmark technology, the new state of the art facility will increase crankshaft manufacturing capacity by 100 per cent and represents a step change in machining operations at Peterborough. The facility begins production in 2008 producing over a quarter of a million crankshafts a year when at full capacity.

The centre will be capable of machining any crankshaft up to 1m in length in either iron or steel, with the immediate intent being to produce crankshafts to support the global Perkins business requirements.

“We are developing a facility that will give our customers the best delivered quality yet and will achieve a flexible world class solution that will be the industry benchmark for crankshaft technology and automation in the world,” Mr Haefeli added.

There are also significant safety and environmental benefits to the new facility. For example the complete elimination of heat treatment processes will decrease energy consumption. Using leading edge technology it will deliver higher speed processes while extending tooling life. Smart supply chain performance also delivers lower freight costs.

Increased flexibility and velocity to meet changing demands is key for Perkins’ customers, and this investment will extend Perkins’ ability to meet these needs.

“With the challenges faced by many British engineering companies over the last few years it’s great to be able to show our commitment to continue manufacturing in the UK,” Mr Haefeli concluded.
ORIGINS OF POWER

Venieri is celebrating 50 years in business, and was one of Perkins’ first ever customers in Italy. Here, Powernews reflects upon a partnership that has served to propel the Italian operation to its current pre-eminent position.

A thriving partnership between Motori Perkins SpA and earth moving machine manufacturer Venieri, which has lasted for 50 years, was celebrated in November.

Venieri, one of the first Perkins customers in Italy, was established in 1947, when the company’s founder Ferdinando Venieri, his brother and a handful of employees started to build agricultural tractors. Venieri later became a key name in construction equipment in Italy, synonymous with earth moving machines.

Since the first diesel engine, a Perkins P3, was supplied to Venieri in 1956, the two companies have established a close working relationship.

In 1985 Venieri helped Motori Perkins SpA celebrate the production of its ten millionth engine, and recently the two companies have worked through the emission level legislations up to the current Tier 3 with the Perkins 6 cylinder engine 1106D, which features ACERT technology.

Based in Lugo, the company produces wheeled loaders and rigid and/or articulated backhoe loaders, and is today owned and managed by Giacoma Venieri, nephew of the founder.

Perkins is the sole engine supplier for Venieri’s equipment, with the company taking several hundred engines per year. These engines include the 404C-22, the 804C-33T and the 1100 series.

Speaking about the importance of the long-standing partnership with Venieri, Lorenzo Lampugnani, account manager at Motori Perkins SpA, said: “There is great cooperation between us on the machine development – thanks to our application engineering, to the pre-service, and once the machines are in the field they can rely on our service network.”

He continued: “Over the past 50 years we’ve built a strong partnership and we’re looking forward to working with Venieri for another 50 years...”
Geographical and cultural differences impact engine markets in Vancouver, Toronto, and Montreal, so operating in the world’s second largest country presents some diverse challenges for off-highway manufacturers and suppliers alike. Here, Powernews highlights some of the key issues and opportunities in a vital marketplace.

Spotlight on Canada

Perkins’ presence in Canada is managed by three Master Distributors, one in the west, one in the central, one in the east. This may not seem a startling fact, but Canada is the world’s second largest country, smaller than Russia and a little bit larger than the U.S. and China.

Thus, says Kris Neal, Perkins regional manager who is based in Toronto, each of these three Master Distributors cover huge amounts of Canadian territory. And they cover wildly disparate markets, some of them quite specific to Canada (forestry, oil fields, fishing and more).

The Master Distributors are DiPerk Canada, based in Vancouver, Province of British Columbia, Diesel Distribution, based in suburban Toronto, Province of Ontario; and Perkins QM (Quebec-Montreal), based in suburban Montreal, Province of Quebec.

Neal says that it’s important to note that all three of these Perkins Master Distributors are relatively new, having been formed through buyouts of the previous Master Distributors in the past few years.

While there is a great deal of diversity among them, one thing that Perkins Master Distributors have in common is that business today is good and looking up.

“High prices for oil and gas have set off a black-gold rush in the western provinces served by DiPerk Canada. Population growth, strong agriculture and construction markets, and a growing mining industry are fueling business opportunities in the area served by Diesel Distribution. And Montreal, too, is having its own renaissance,” Neal says. “The city is rebuilding highways, expanding its airport and constructing two major hospitals.”

Forestry (and thus for Perkins, forestry equipment) is a market that extends all across the nation of Canada. Canada is the largest exporter of forestry products, amounting for about 20 percent of the world’s total.

The most compelling story, however, is oil. Extracting oil from tar sands in Northeast Alberta Province – in the general environs of Edmonton – is an expensive process, but high prices have made the investment worthwhile.

A growing number of Perkins engines are finding their way to the oil fields in such equipment as generator sets, lift equipment, heaters, light towers, small construction vehicles and the like. The movement of equipment north, to the oil fields, is also generating service and support business there.

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While the area served by Diesel Distribution doesn’t have quite the oil deposits or a Winter Olympics to boost its economy, there are plans to revitalize the city’s waterfront and repair 300 bridges in southern Ontario over the next five years.

Diesel Distribution business unit manager Kevin Stratton says that Ontario probably has the broadest economic base in Canada.

“The real drivers of our business for Diesel Distribution are the booming mining industry, the strong construction and agricultural industries and the fact that our OEM customers are looking more globally, beyond North America, to sell their products.”

Diesel Distribution’s service area extends north all the way to the Arctic Circle (as does DiPerk Canada’s).

“Our business is concentrated in the more heavily populated areas of Ontario that are just north of the U.S. border,” Stratton says. “But we do have significant business in Manitoba – in particular, agricultural equipment manufacturers – and in pockets of the north country where there is significant forestry activity.

Forestry is also a very significant market in the northern parts of the Province of Quebec, as is the commercial fishing industry in the Maritime Provinces, New Brunswick, Nova Scotia and Prince Edward Island. The snow grooming machine market in central Quebec is also important.”

“Canada is diverse – our people, our markets. We have two official languages, English and French,” says Perkins QM industrial manager Danny Savard. “But, because the country’s French population is in the central provinces, most of our business is conducted in the French language.

Canada is often referred to as ‘Canada, two nations, one country,’ a term that has sparked a significant amount of controversy. Canada’s total population is 32.8 million, of which 7,000,000 are French-speaking Quebecers. Montreal has a French flavour and the architecture and lifestyle more similar to a European city than North American one. Most street and business signs in Montreal and Quebec are in French.

“Every piece of marketing, every letter or name on our trucks has to have both languages,” Savard says. “But we are happy to do it because we believe it is vital for us to maintain our identity and our own sense of purpose.”

Perkins’ potential for growth in Canada is excellent, because Canada, the planet’s second largest country, is thriving with a stronger currency, a stronger economy, and is coping well with the demands of diversity.

The 2010 Winter Olympic Games to be hosted by Vancouver: “The Olympics will help our business,” says DiPerk Canada marketing manager Ian Laidlaw. “There are countless new construction projects going on now; new stadiums, new roads, new housing. All of this work requires power, and Perkins is benefiting from it.”

“The equipment rental market in the Vancouver area is flying high now,” Laidlaw says. “Vancouver has always been a destination city because of our scenery and location on the Pacific Ocean and also very near the Rocky Mountains. But because of the Olympics, Vancouver’s profile is raised even more. We’re benefiting from that.”

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Powernews reports on a range of Perkins-powered machines made in Italy that are proving their worth in locations all over the world.

### The Italian Job

**Sideloaders and multidirectional forklift trucks** produced by Baumann in Cavaion, Italy, are in operation all over the world. Since the company was formed in 1969 Baumann Sideloaders has cooperated closely with Perkins to meet its customer demands. 

**Powered by Perkins’ 1104D and 1006D electronic engines**, the close cooperation between both companies has enabled common field research and test runs to be undertaken on products, often ahead of other manufacturers.

Over the years Baumann has become associated with handling bulky goods in narrow spaces and is well respected for its performance and knowledge in this sector of material handling. The development and the production facilities for Baumann sideloaders are located in Cavaion. Today the complete range of sideloaders – from 3 to 45 t load capacity with combustion engines, electric driven sideloaders from 3 to 7 t and the multidirectional forklift truck available with diesel or LPG engines, are produced in the Cavaion facilities.

The main markets for sideloaders have traditionally been the timber and steel industries, but recently they have been used in plastic and concrete handling, enabling companies to handle their goods faster and with greater safety.

A strong distribution network supported by the experienced Cavaion sales department is able to offer standard and special solutions for material handling directly on site, while its continued growth has enabled the company to invest in more efficient production processes and expand its after-sales network.

Baumann’s ongoing training of its service engineers, overnight spare part deliveries and reliable components has also helped to reduce breakdowns and keep the trucks on the road.

Today Baumann is one of the leading suppliers in the sideloader market, setting trends and standards, as well as providing professional support.

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**Pulling power**

Perkins’ 1006.6T has helped power Moretti to its third consecutive win at Italy’s Tractor Pulling Championship. Pitted against the likes of 8.3 litre engine tractors the Moretti team’s Landini tractor, fitted with a Perkins 1006.6T, edged out the rest of the field to take the winning prize.

The championship, which was decided at the end of 2006, had been closely fought throughout the year. Thanks to wonderful reliability, plus a number of small changes on the tyres which were carved by hand, and other vital components, the Moretti Team managed to maintain its winning ways. Throughout the championship the team won three out of ten races and achieved a number of podium finishes.

Delighted at achieving its third consecutive championship the Moretti Team thanked all those that had contributed to its success. This included Perkins’ involvement, with the engine lasting for 15 races and 30 intensive performance tests on the rig, with no changes.

The Perkins engine proved to be very reliable, with some additions made by the Moretti team - one of Perkins’ main Italian dealers, looking after ARGO companies on pre-service.

Incredibly the third championship was secured with the team spending only 3,000 working hours preparing for the races, in addition to its normal daily activities in support of its customers.

To celebrate the Moretti team’s success Perkins organised a party during the EIMA show in Bologna. As Elvio Moretti autographed 250 pictures, people gathered to watch a video depicting highlights from the championship.

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**Some business: Baumann, supported by Perkins, at work in tough winter conditions.**
THE HEART OF EVERY GREAT MACHINE

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