

# en route

**P 5 Inter airport 2005:  
first runway sweeper  
presented to the German  
Armed Forces**

**P 6 Korea, China and  
Russia: focus on  
expansion, sales and  
manufacturing**

**P 9 Combined snow  
sweeper and snow  
blower production boosts  
efficiency and customer  
responsiveness**

# Editorial



Dear Reader,

You are now holding the second issue of “en route”, Bucher Schörling’s newsletter. In this edition packed with exciting highlights, we would like to show you that we are really “moving”. You can read on page 4 how we won a major contract from the German Armed Forces. Or take a look at what goes on behind the scenes in our businesses in Korea and Russia. And with winter just around the corner, we have devoted page 9 to snow blowers and snow sweepers.

Working with you, we are “en route” and moving. And that also means changing shape and direction. After a facelift in the spring, we have since been operating and successfully participating in exhibitions with a cohesive corporate identity. We do hope you like our elegant new look and will enjoy this issue of “en route” too!

A handwritten signature in black ink, appearing to read 'A. Koch'.

Alex Koch, Managing Director, Bucher-Guyer AG, Municipal Vehicles, Switzerland



# Service

## A typical SOS from the Bern Highway Authority, Switzerland

Early this autumn, on 9 September, we once again had the opportunity to see how efficiently our customer support works in a real life test. Our repair shop received a report from the Bern Highway Authority indicating that a CityCat 2000 had too little engine power, struggling especially on inclines. And the engine juddered when the accelerator was released.

Armed with these facts, Roland Stutz, a repair technician from our customer support centre, was dispatched to Bern. He arrived at the customer's site to find the gentlemen concerned waiting expectantly. First of all, Roland went for a test drive to the nearest hill and, sure enough, the vehicle barely touched 20 km/h. And the juddering also started right away. Back at the maintenance depot, Roland checked the contents of the tank. Could he smell petrol? It wouldn't be the first time someone had filled a diesel with petrol! But no, this first check was negative.

Connecting up his tester, he saw that the electronic systems were working perfectly. Pursuing his search, Roland found an intake manifold full of dust. The cause: a plastic gasket had come off the safety filter. As a result, the filter seal leaked and let dust into the intake manifold. A new filter had to be fitted. The latest emission test performed in 2003 showed very low emission levels, indicating that the vehicle was running on little diesel. Good for the environment, but not so good for the vehicle. Roland carried out an emission test right away, but this time the levels were not low. He adjusted the emissions at once and checked the diesel circulation: perfect!

The symptoms made Roland think the trouble could be caused by the engine speed sensor, which he promptly replaced. Then another test drive: what a difference! Effortlessly, the CityCat climbed uphill at nearly 40 km/h. But some-

thing else was not quite right: the engine kept turning at full throttle for about 1 second after the accelerator was released. Using his electronic tester, Roland quickly located and rectified this problem too. Now the CityCat operator wanted to see for himself and went for a test spin. Back at the depot, he sprang from the driver's seat, delighted. Roll on autumn!

Bucher Guyer AG, Municipal Vehicles, has service technicians helping our customers worldwide. They know our products inside out, thus ensuring that system faults will be repaired efficiently. Service assignments in Turkey, Spain, Sweden and so on are not uncommon for our technicians. A customer support team is also available to answer customers' technical questions or provide product training. It is our standard policy to instruct dealers and customers in using the vehicles when we deliver them.

Our customer support and parts service looks after machines and vehicles of any age up to 30 years old all over the world. The customer support staff is able to handle and answer all day-to-day technical and commercial inquiries in a variety of languages.

Hans-Peter Wetli, Manager After Sales, Bucher-Guyer AG, Municipal Vehicles, Switzerland





Symbolic key presented

## Armed Forces

**More than 50 runway sweepers** are going to the German Armed Forces. After an interval of nearly 20 years, the German Armed Forces are buying new runway sweepers from Bucher Schörling for the Air Force and the Army and Navy Aviation units.

It took two years of negotiations to win the contract from BwFuhrparkService GmbH, the fleet management company. The contract was awarded on the merits of both the technical performance data and a field evaluation test in which our STKF 9500 far outperformed all the other suppliers' products.

Working closely with the German Air Force Material Command, we found a configuration to fit the rigorous requirements of the German Armed Forces while using as many standard components as possible. Bucher Schörling's staff in Hanover did an admirable job and came up with an impressive product delivering outstanding efficiency, innovation and cost effectiveness. Orders started to arrive last June and the contract expanded to a grand total of more than 50 sweepers by the end of August 2005. Most of the vehicles will be delivered this year, with the rest to follow up until June 2006.

The German Armed Forces have opted to rely on Bucher Schörling's experience long after the vehicles are delivered. They have entered into a service contract covering all maintenance and repairs throughout the working life of the entire fleet of vehicles.

Thomas Meyer, Armed Forces Service/Sales,  
Bucher Schörling GmbH, Germany



Winning model STKF 9500



# inte

## Successful 2005 exhibition for airport equipment

After four most successful days with bright sunshine, the 15<sup>th</sup> International Exhibition for Airport Equipment, Technology and Services at Munich Airport, the inter airport Europe 2005, closed on 14<sup>th</sup> October 2005 with record results.



# er airport

On the 50 000 m<sup>2</sup> exhibition ground, 563 exhibitors from 31 countries presented their products and services and with well over 12 000 visitors, the inter airport Europe 2005 surpassed all previous exhibitions in this series.

At our booth in the outdoor area we received professional visitors from all over the world with the runway sweeper STKF 9500, the snow blower Rolba 3000 and the airport spreader KS 4000 with snow plough MV 40. A sweeper of type OptiFant 70 was shown at the DaimlerChrysler booth.

Highlight on 12<sup>th</sup> October was the delivery of the first of altogether more than 50 runway sweepers to BwFuhrparkService GmbH, responsible for ensuring the mobility requirements of the German Federal Armed Forces. A symbolic

key was handed over to Dr. Jürgen Kieschoweit, Managing Director of BwFuhrparkService GmbH, by Klaus Peterreit, Managing Director of Bucher Schörling GmbH, at our booth.

Lively interest of representatives of the international trade press as well as the attendance of Air Force officers of high rank underlined the relevance of this event. Most of the runway sweepers STKF 9500 will be delivered to the different German Federal Armed Forces sites until the end of 2005.

Axel Dazenko, Sales Manager Airport Equipment,  
Bucher Schörling GmbH, Germany

# Korea

## Fruitful 5 years in Seoul

In order to become more successful in the growing and most competitive sweeper market in Asia, Bucher-Guyer has decided in the year of 2000 to start with local manufacturing and assembling of parts and superstructures. 5 years ago, on the 12. April 2000, Bucher Schörling has been established and officially registered as Bucher Schörling Korea Ltd. The opening ceremony took place in October of the same year. The actual factory space available is around 1,200 m<sup>2</sup> and is located in an industrial park outside the capital of Seoul. Up to date, the company has produced and sold in the Asian market more than 200 units of sweepers and kits.

Bucher Schörling Korea Ltd.



# China

## Flying start in Harbin

From 11. to 13. Jan. 2005, the Ministry of Construction organised the 2. De-icing and De-snowing conference in Harbin. A total of 750 people from all over of north China registered and attended this important event. Bucher has been officially announced as the main sponsor of the conference. We had the opportunity to present our company and products to the officials, news papers and TV. One of our customers from Harbin displayed and demonstrated his CityFant 60 to the participants.

Viktor Kunz, Managing Direktor,  
Bucher Schörling Korea Ltd., Korea



# MOSCOW

## A player in the Russian market

Opened on 28 July 1987, Bucher Schörling's Moscow office started out as a one-man show. Today, our team in Moscow handles all Bucher Schörling product sales within the Russian Federation, also selling spare parts and consumables, providing customer support and service, and training operators, mechanics and fitters. If you ever take a stroll through the streets in central Moscow, you are sure to see Bucher vehicles: CityCat 2020s and DorFants. These are the fruits of one of our successful projects with the Moscow City Council: a contract to supply several CityCat 2020 and DorFant sweepers. CityFant sweeper bodies and Giletta spreaders have become very popular for mounting on Russian-made chassis. This year the City of Moscow's Public Works Department ordered another batch of CityFant kits. And even remote Siberian cities such as Tyumen and Chelyabinsk included our products in their procurement plans during the year and rank among our customers.

This summer, the authorities in Chelyabinsk decided to give the city's residents a treat: a cleaning programme to make Chelyabinsk as spotless as possible for its anniversary on the third Saturday in September. With very little time left before the holiday celebration, Bucher Schörling pulled out all the stops to deliver soon enough. Our technicians also played a terrific role, working many days and nights to help with assembly and training. Two vehicles, completed just 2 days before the anniversary, did a great job.

Gregory Beglarian, Bucher-Guyer AG, Moscow, Russia

# New

## Our goal is yours: satisfied customers

“First and foremost, I always try to see and embrace changes as something positive because they give us an opportunity to do things better.”

Understandably, when a new person takes the helm of a business, its customers, suppliers and, of course, employees always want to know what to expect. What policy are you going to pursue? Will there be any changes? These are the questions people usually ask in such situations.

First and foremost, I always try to see and embrace changes as something positive because they give us the opportunity to do things better. Looking at our customers' goals and the markets they serve, it stands to reason that we will encounter an increasing, rather than decreasing, need for change in our products and services in the future.

Not only does this mean we have to improve our efficiency across the board, but we also have to

think about what the various customer groups expect of us in the way of additions and enhancements to our range. I am looking forward to discussing this with you more and more so that we can tailor our offering to your goals.

Needless to say, our company's good market position is due largely to our employees and their many years of commitment. As Henry Ford, the famous inventor of the Model T, once so aptly put it: “Success is a matter of adjusting one's abilities to a service needed by others”. This, I think, hits the nail on the head. Hence I particularly see it as my mission to develop our team and build those skills that will be needed in the future. It will indeed be a pleasure for me to work towards these goals together with my staff.

Klaus Petereit, Managing Director, Bucher Schörling GmbH, Germany



# P21

## Snow sweeper production moves to Niederweningen

**The manufacturing and development activities** for our P 21 snow sweeper have been transferred from Hanover to Niederweningen to establish a competence centre for mechanical snow removal equipment.

This competence centre will bring synergies in design engineering, logistics, assembly and customer support. A case in point is the fuel heating option for extreme cold conditions that customers want for their snow sweeper and Rolba snow blowers alike. Users of both these types of machine will also benefit tremendously from having only one customer support and sales contact for their winter maintenance equipment. Geneva and Paris Airports are examples of customers who bought a combined package of snow blowers and snow sweepers from Bucher Schörling to meet their winter service needs.

**We started preparing for the move** in the 2<sup>nd</sup> and 3<sup>rd</sup> quarters of 2004, going on to conduct training and transfer expertise in the 4<sup>th</sup> quarter so that the work to get production up and running at the new location could go ahead in the first quarter of 2005.

Thanks to the efforts of everyone involved, we reached the intrinsic goals and kept to schedule. In May 2005, the pre-assembly work for the first P 21 series was completed. The customer support team held initial training sessions in Europe and started selling parts ex stock in Niederweningen. And at the end of August 2005, the first P 21 was towed out of the production shop for a successful trial run. Having grown, the “snow team” in Niederweningen can now respond more flexibly to the ever changing market and sales conditions.

**The high level of incoming orders** shows how successfully and constructively the P 21 sales, development, assembly and customer support teams are working together to provide customers with the best equipment to meet their snow removal needs.

Matthias Damman, Snow Removal Product Manager,  
Bucher-Guyer AG, Municipal Vehicles, Switzerland

Our team



# Italy

## Giletta and Bucher Schörling effectively join forces in Italy

The first three years following Giletta's integration into Bucher Municipal brought strong international growth in various countries. Then it was time for the next step: combining the sales and customer support organisations for sweepers and winter maintenance equipment in the Italian market.

**Bucher Schörling Italia S.p.A.**, the competence centre for utility vehicles, can now concentrate more on manufacturing and selling the BU line of multi-purpose vehicles.

By joining forces, we have been able to combine the specific expertise of both organisations in order to offer our customers a complete range of products under one roof: sweepers, salt spreaders, airport cleaning equipment, computerised fleet management systems and snow ploughs (the acquisition of French company Snow-Tec in 2003 gave us the whole gamut of snow ploughs, V-ploughs and attachments for winter maintenance vehicles). This concentration of forces provides huge advantages in equipment standardisation, interchangeability and customer support.

A good example is the interchangeable CityFant 60 sweeper body designed so that vehicles can be fitted with a sweeper body in the summer and with a salt spreader and snow plough in the winter. Bucher Schörling's quick-change frame mounted on the vehicle chassis allows the sweeper or salt spreader body to be switched in a matter of minutes. This system offers users the great benefit of having one carrier vehicle in constant use, thus providing a faster payback. Sales, assembly



and customer support for the whole vehicle come from one source, Giletta SpA. Another example is the "Routinform-Giletta" real-time GPS/GPRS system for fleet management in road maintenance and cleaning, which allows winter maintenance vehicles and sweepers to be tracked and monitored simultaneously on the display. This one investment gives the user instant access to all the operational parameters.

**Integrating the sweeper business** into Giletta's organisation necessitated a comprehensive programme of training for the sales force, service technicians, parts sales staff and sweeper assembly fitters. A new sales office was opened in Pescara to cover central southern Italy, and the Revello factory set up a special department for mounting CityFant kits on Ivecco chassis. In the warehouse, our parts service now has a new, automated department dedicated exclusively to small sweeper parts, while the area for storing large parts has been doubled.

Completely reorganising our customer support, we chose the best Bucher Schörling service centres in each area to provide support and service for both product lines. Giletta's technical support team of 12 people and a fleet of four mobile vans

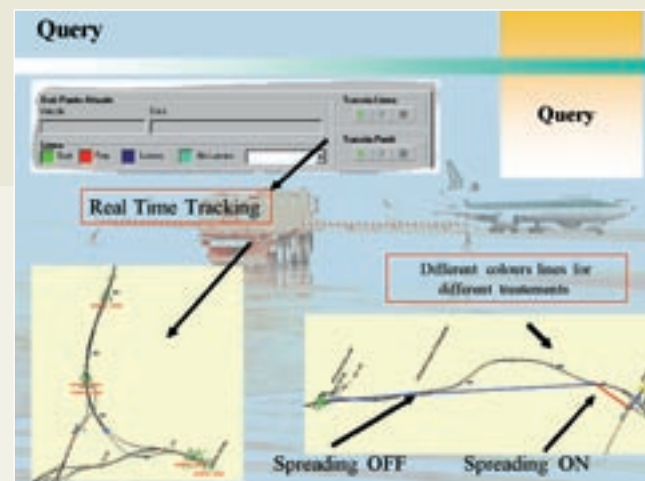
fully equipped with tools and parts steps in to help when complicated technical problems need to be solved. As a spreader manufacturer, Giletta has been perfecting its hydraulics and electronics expertise over the years. Today, this enables us to offer the best technical support and minimise machine downtime, thereby maximising vehicle availability for our customers.

Now that their initial fears have been overcome and our new structure has been working well for several months, our customers have come to value the benefits of having one single partner for sales and, most of all, for customer support.

Guido Giletta, CEO of Giletta SpA, Italy



**Mounted on various makes of chassis**, Bucher Schörling's quick-change frames allow the sweeper or salt spreader body to be switched in a matter of minutes. This means the carrier vehicles can be in constant use, thus providing a fast payback. Vehicles and their bodies are available from one source, all assembled and serviced by Bucher Schörling.



The "Routinform - Giletta" real-time GPS/GPRS system for fleet management in road maintenance and cleaning allows winter maintenance vehicles and sweepers to be tracked and monitored simultaneously on a clear display showing all operational parameters online.

# Ljubljana



## Manufacturer, dealer and customer work in concert

To further improve the safety of its winter operations, Ljubljana Aerodrom decided to purchase a custom-built Rolba 3000 snow blower developed specifically to fit its needs.

Opened in 1963, Ljubljana Airport has a runway that is 3,300 m long and 60 m wide. Slovenia's largest and central airport is now managed by a company called Ljubljana Aerodrom. In 2004, the number of passengers using the airport topped the 1 million mark for the first time, 11% up on the year before. And in the first half of 2005, the passenger numbers increased by a remarkable 19%, which reflects how dynamic and successful the airport is. It also boasts a new multi-storey car park offering 1,320 parking spaces, which was opened by Transport Minister Janez Božič and Ljubljana Airport's CEO, Vinko Može, on 1 June 2005.

Conferring directly, our Niederweningen product management team and Aerodrom Ljubljana came up with the ideal machine configuration with the assistance of the dealer, Rolba Ljubljana. This consisted of a blower head featuring an unusual combination of one side panel and an open auger on the left-hand side and an auger with a closed cone-shaped end on the right-hand side. The side panel is designed for clearing snow from the runway, while the auger with the side cone is used for breaking up hard-packed snow banked up on one side. The customer took delivery of the machine on schedule in autumn 2004 and was delighted with the tremendous performance and reliability delivered by the Rolba 3000 throughout

winter 2004/2005. The airport also needed a suitable machine for cleaning the new car park. In March 2005, we delivered a CityCat 2020. Low in height and extremely manoeuvrable, this sweeper is perfect for keeping the car parking areas, access roads and forecourts clean.

Established in the early nineties, Rolba Ljubljana is situated in the beautiful old city centre of Ljubljana, the capital of Slovenia. A team of 3 people serves about 160 customers across the country and in Croatia. Market share has grown continuously over the last few years, bolstered by the targeted customer and in-house training as well as the service and support provided in the local languages. Rolba Ljubljana's staff particularly appreciate the fast and direct response they receive from Bucher Schörling's factories in Niederweningen or Hanover in answer to all queries.

Matthias Damman, Snow Removal Product Manager,  
Bucher-Guyer AG, Municipal Vehicles, Switzerland

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