

Doosan Bobcat Growing Range On Display at Samoter

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The Doosan Bobcat stand at Samoter will offer visitors a great chance to see products representing the complete ranges of both brands. The Korean group's stand at the Verona exposition will have plenty of new products on show, including an ever more complete range of compact excavators and a new range of innovative telehandlers, covered by a standard three-year warranty.

The Samoter exhibition in Verona, Italy, runs from 22 to 25 February 2017 and is one of the year's most important events for construction machinery. The Doosan Bobcat Group is seizing this key opportunity to display a large number of models confirming its commitment to the Italian market, which the Korean group sees as strategic.

Bobcat will be represented by a number of micro and mini-excavators, compact wheel and track loaders and telehandlers. Bobcat will showing why the company has a position of leadership in Europe, the Middle East and Africa (EMEA) for product performance, quality and lifetime, and will be launching a new range of telehandlers plus a new zero tailswing mini-excavator during the course of the event.

Heavy Focus for Doosan

The Doosan line-up will focus more on heavy machines. These have proved extremely successful in the European market over the last five years, both in terms of market share and customer loyalty, and have established Doosan as one of the continent's leading players. At Verona, Doosan will be exhibiting crawler and wheeled excavators along with its super-reliable wheel loaders. The presence of a new small excavator model will nevertheless demonstrate Doosan's determination to extend its impressive range in this direction too.

The Korean group has great expectations for the Italian market in the short term as the country finally shrugs off the effects of the crisis. To achieve its ambitions, Doosan Bobcat has invested in new initiatives, infrastructure and production facilities and has also expanded its workforce dedicated to serving Europe and key markets in MEA.

Investment in Bobcat's telehandler plant in Pontchâteau, France, has allowed the company to greatly expand its telehandler offering and to improve product quality and efficiency too. The Samoter expo provides the perfect showcase for these developments.

A new range of rigid chassis telehandlers allows Bobcat to offer 11 different models for the rental and construction sectors, with lift capacities from 2.6 to 4.1 tonne and lift heights from 6 to 18 m.

The Doosan Bobcat campus in Dobris in the Czech Republic has seen even more dramatic development: here, integration of all aspects of development and production (engineering and design, component sourcing, production, marketing, aftersales assistance, distribution, demo service and dealer and EMEA customer training) at one location is delivering enormous benefits in all areas of operation.

Some of the new models on display at Verona come from the Dobris Centre for Innovation, the group's European centre of excellence for the design and development of compact loaders and excavators from 1 to 3 tonne, which closely coordinates its work with the group's other centres in the United States and Korea.

At Samoter, Doosan Bobcat is confirming its commitment to meeting the needs of a continuously changing market by presenting strategic new products at major expositions and by demonstrating a determination to become the world's Number 1 in the compact machine segment.