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ASV at forefront of rubber track skidsteers

THE GLOBAL economic crisis has caused a considerable slow down for the civil construction industry, which in turn, has seen construction equipment suppliers experience a fall in new equipment sales, according to recent statistics, somewhere in the region of 30%

However, niche suppliers such as CEG Distributions, the national distributor for Terex ASV Posi-Track compact track loaders has been able to weather the economic storm, and substantially grow its business through increased sales and by introducing diversified products.

According to CEG director Craig Doran, there are reasons for the company's continued success. "We're different from a number of equipment suppliers in that we've chosen to concentrate on a core product line. So we have an advantage that all staff, especially our back up and service staff, are focused and customers receive support that is second to none.

"We have a significant advantage, in that ASV equipment is world class, and continues to out perform conventional skid steers. So it remains at the forefront of rubber track innovation," he said.

A key development for the company has been the launch of the PT series 18 months ago. According to Doran, there are a number of new features that separate the PT series from other products on the market.

Two-speed drive motors

"New features are designed to make work easier, thus enhancing operator productivity. In the past for example, only the SR-80 and RC-100 had two-speed drive motors. This customer-appreciated feature, is now standard on the PT 60, making it by far the fastest mid-sized machine in the industry

"Using a button on the right joystick, the operator selects low speed (from zero to 10km/h) for digging, pushing and general work or high speed (from zero to 18km/h) for faster travel speed over longer distances. The higher speed does not mean you sacrifice turning ability. An additional 10cms of width provides the PT series with excellent manoeuvrability whether you're going straight or turning, even at high speed," Doran said.

The operator's compartment has also been updated to reflect customer input, The instrument panel has been improved, and

operators are sure to appreciate the easy-to-read fuel gauge, tachometer, coolant temperature gauge and mechanical hour meter.

Four indicator warning lights quickly alert operators to changing mechanical conditions.

Optional door

When entering the cab, operators will immediately notice the new door (optional) and its easy-to-grip handle. The door's seal also has been improved, to reduce noise and keep the operator's compartment more isolated from dust intrusion, when working in harsh conditions.

Doran said. "We believe the PT series has set the bar again in terms of design and innovation, and ASV Posi-Track continues to lead the way in the development of rubber track skidsteers."

CEG Distributions was recently appointed the national distributor for the Geoblade range of levelling attachments made by leading Italian equipment supplier Fontana.

"For some time we've been examining the attachment market, and looking at products that will add significant value to the Posi-Track range, to enable contractors to offer additional services with their loaders," Doran said. "The Geoblade does just this: it's a "smart" levelling system, controlled by the latest laser technology, and unlike other products it's robust and made to cope with tough working environments.

Immediate benefits

"We've only been distributing this product for a few months and we've had great success. Contractors are seeing immediate benefits to the system, and when it's fitted to a Posi-Track, they can level areas that graders and other larger equipment simply can't operate in."

Continued development of the already excellent national dealer network has also been a priority for CEG and Terex/ASV,

"With that in mind, CEG and Terex/ASV, have recently opened an operation on the Sunshine Coast. Also we're just about to open one in Perth," Doran said.

"Additionally, Terex/ASV has two factory representatives in Australia, focused exclusively on the Posi-Track range. With regular onsite factory training for our robust dealer network, and the largest parts stock holding of any rubber tracked loader in Australia, it's easy to see why Terex/ASV enjoys such a strong market presence.

"It's about getting the best possible support closer to our customers and also showing the market that we're committed for the long haul," Doran said.

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