



**XCMG FOR
YOUR SUCCESS**

**A PARTNER
YOU CAN TRUST**



BUSINESS OVERVIEW



THE LARGEST CONSTRUCTION MACHINERY COMPANY IN CHINA

28000
EMPLOYEES

FOUNDED
1943

159 Countries
SALES NETWORK

operating in

**BRAZIL, INDIA,
POLAND, GHANA,
RUSSIA, TURKEY**

\$17B
forecast
revenue 2013

INNOVATION



PASSION

XCMG FOR YOUR SUCCESS



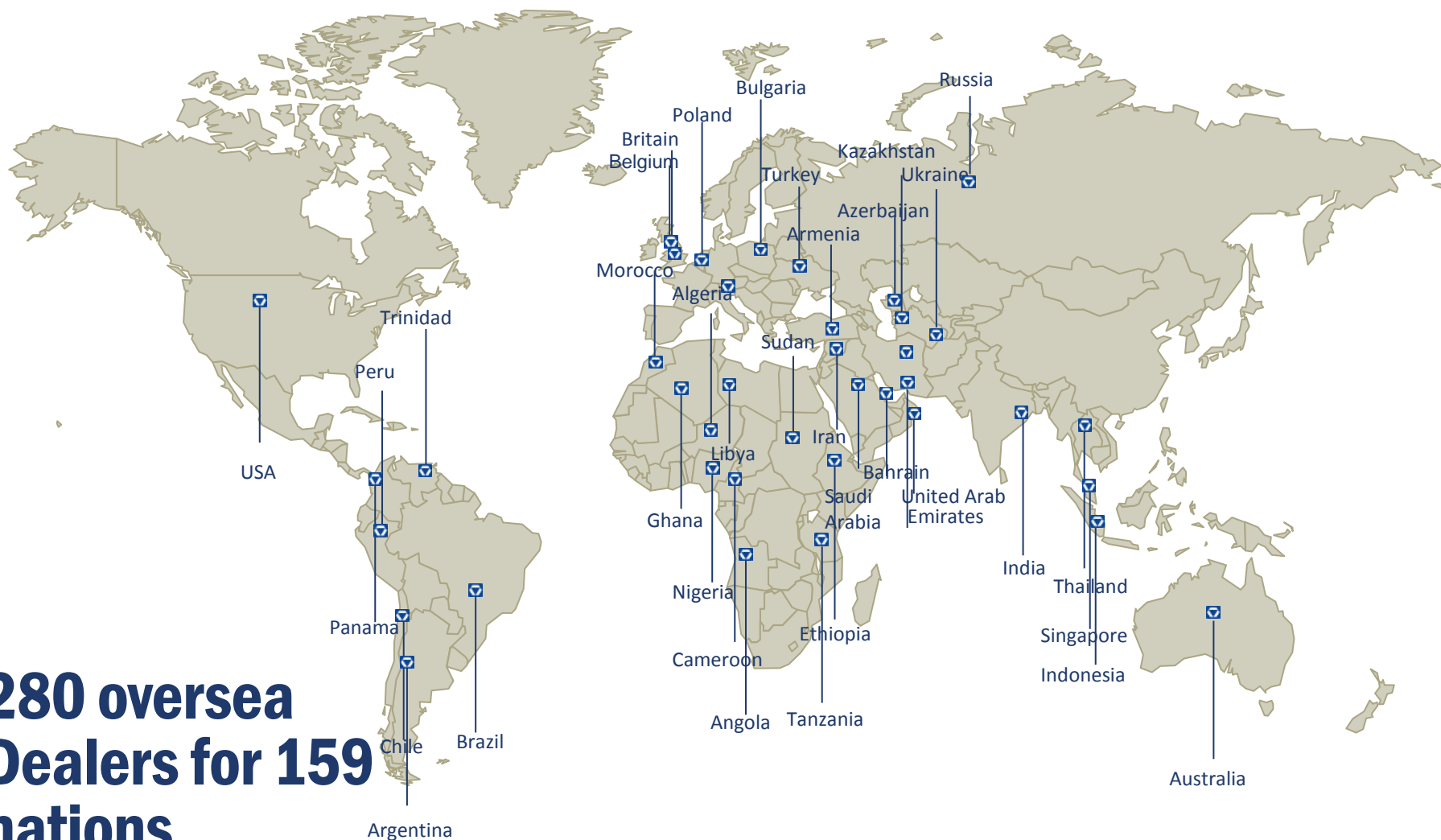
EXCELLENCE



TRUST

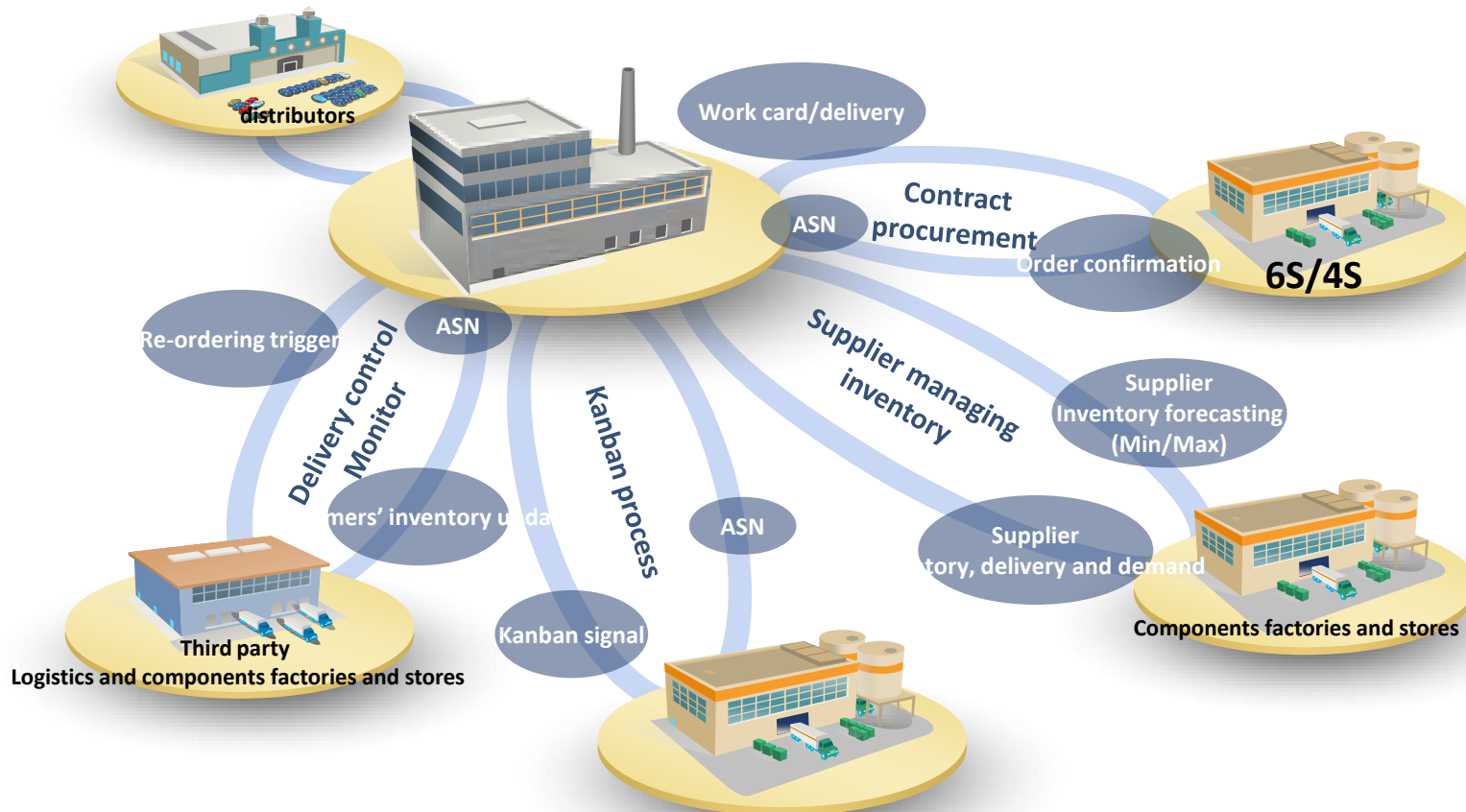


Business Locations



**280 overseas
Dealers for 159
nations**

SAP ERP BASED MANAGEMENT



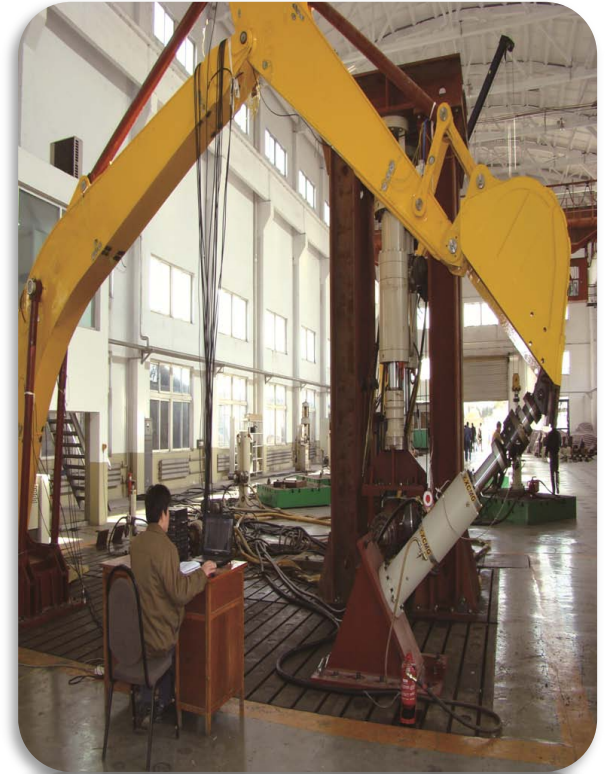
The information platform and worldwide service network establish the quick channel for the communication between XCMG and customers.

R&D Center of XCMG



XCMG R&D Center ranks No.1 in China Construction Machinery Industry.

World-Class Testing Platform



- The best testing facilities for construction equipment in China ;
- 9000 pc of various testing system



Manufacture Bases



Concrete Pump
Truck Base



Loader Base



Truck Cranes



林业起重机
Forestry and Recycling Cranes

Tower Cranes



HOISTING MACHINERY

Crawler Cranes

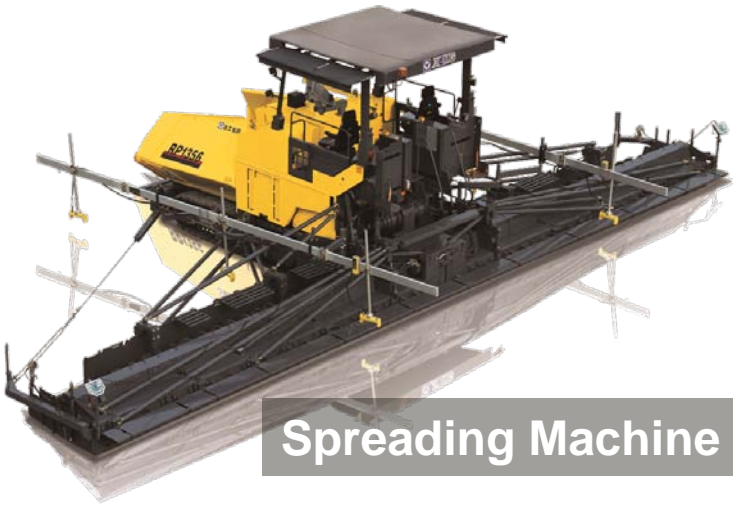




Leader of mobile crane in the world

Market share of 55% in China.

No.1 Truck Crane Manufacturer in the world for 8 years.



Spreading Machine

Land Scraper



Road Building & Maintenance Machinery

Stabilized Soil Mixing Station



Road Roller



Asphalt Concrete Mixing Equipment





XCMG plays the role of a global leading expert of road building machinery.

The sales volume of road roller maintained No. 1 in China in the last 20 years

the large tonnage road roller No. 1 worldwide.



Compact Wheel Loader



Wheel Loader



Bulldozer



Earthmoving Machinery

Backhoe Loader



Excavator





In 1999, as the first one in China, XCMG successfully developed the third-generation loader ZL50G .

In 2010, it also successfully developed the LW1200K

The loader product with the largest tonnage in China

Mortar Sprayer



Truck-mounted Pump



Trailer Pump



Concrete Machinery

Concrete Truck Mixer



Concrete Mixing Station



XCMG is the first enterprise in China to develop the concrete pump machinery



Having integrated technologies from Schwing, it independently created over 10 innovative pump truck models ranging from 34-70 meters with a number of key technological patents.

Horizontal Directional Drilling Rig



Tunnel Boring Machine

Dynamic Compaction Machine



Piling & Drilling Machinery

Rotary Drilling Rig



Diaphragm-wall Grab



Heavy-duty Truck



Aerial Platform Fire Truck



Environmental Sanitation Machinery

Heavy-duty Truck & Special-purpose Vehicle



Self-propelled Aerial Work Platform



Bridge-inspection Vehicle



Truck-mounted Aerial Work Platform Vehicle



The fire engine products of XCMG are composed of elevating jet fire engine and aerial platform fire engine series, whose market share rank No.1 in China.

It also possesses 100-meter-high DG100 Model Aerial Platform Fire Engine, the Highest in Asia.



Mining Equipment 170T Dump Truck, 400T Dump Truck



Main products of subsidiaries – special construction machinery

Backhoe loader



Driving bridge



Telescopic handler



Mining loader



An aerial photograph of a large industrial facility, likely a shipyard or manufacturing plant, situated along a river. A large blue and white ship is docked at a pier in the foreground. The facility features several large, white, arched-roof buildings and a vast paved area filled with rows of yellow construction machinery, including cranes and excavators. In the background, a city skyline is visible across the river, with various buildings and a prominent white tower. The sky is blue with some clouds.

Exported to 159 nations, No.1 Exporter of Construction Machinery of China.

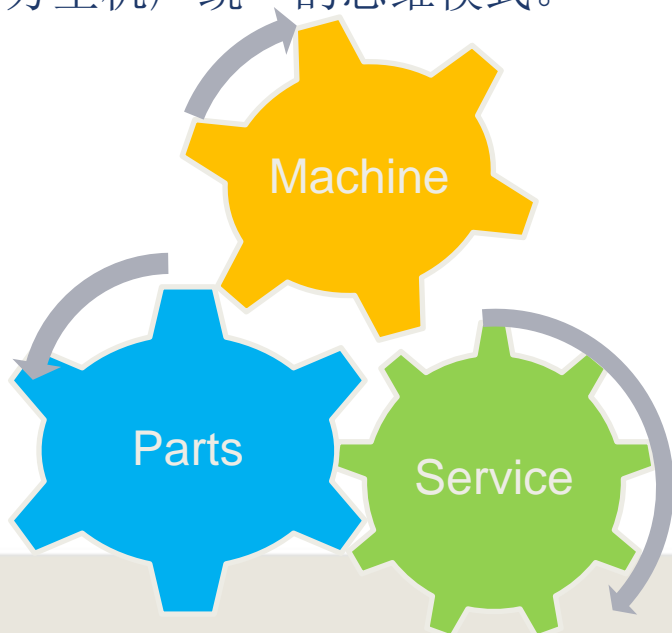
No.1 exporter of truck crane, wheel loader, compactor, motor grader in China for the last 20 years

“Support for Success” Not “Control for Profit”



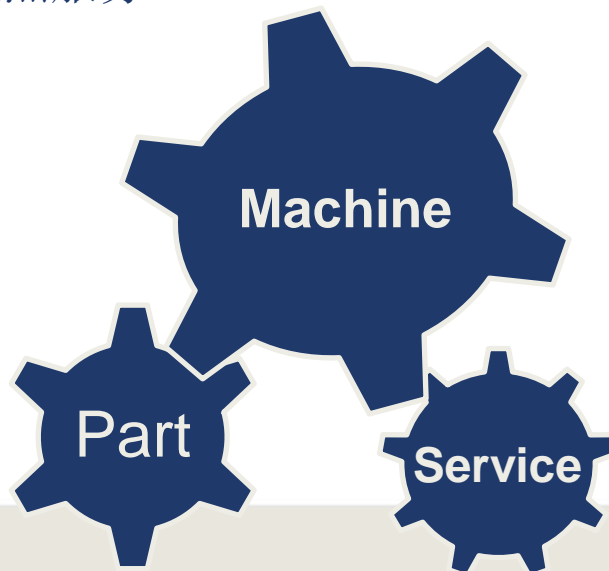
卡特、小松、沃尔沃的营销理念是“控制”（**Control**）客户，在一家客户身上用备件和服务再次榨取更多、更高额的利润。

- 1、收的服务费比当地律师、医生的高，堪比勒索；
- 2、备件毛利不低于40%；
- 3、不能派人到环境恶劣的区域服务；
- 4、设备问题基本上都是客户造成的；
- 5、西方主机厂统一的思维模式。



徐工的营销理念是“支持”（**Support**）客户创造价值。我们工作的核心是为客户提供设备。服务与备件是为支持客户创造更大价值。

- 1、符合商业道德，买徐工的产品，就是徐工的客户。产品坏了，客户遇到困难，再收取高额的服务费和备件费用，本身就是对信任的背叛。
- 2、备件收费低，因为中国制造成本低；
- 3、服务收费低，因为中国工程师人工成本低，具有竞争力，我们还可以为客户提供合格的服务工程师驻点服务。





QUESTIONS?

