

Advantage

A publication for and about H&E Equipment Services customers

2010 No. 1

BEAR INDUSTRIES

Customer service is the calling card of this Baton-Rouge-area aggregate supplier

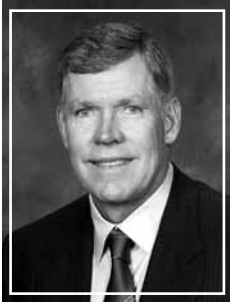
See article inside . . .



Brothers Darren (left) and Cass Moore

KOMATSU

A MESSAGE FROM THE PRESIDENT, CEO



John Engquist
President, CEO

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H&E EQUIPMENT SERVICES.

Dear Equipment User:

At H&E Equipment Services, we're proud of the manufacturers we represent. They are some of the most innovative and technologically advanced in the marketplace, which equates to you getting more done at a lower cost.

Komatsu has always been on the leading edge when it comes to manufacturing innovative equipment, and in this issue of *Advantage* magazine you'll get a chance to take a look at their latest. We believe you'll find the article on the Hybrid excavator and the technology behind it very interesting and get a "sneak-peek" into what the future holds for construction equipment.

In addition to the Hybrid excavator, Komatsu continues to manufacture other products designed to keep your bottom line in check, such as the new D21 dozers and the CD110R crawler carrier, also featured in this issue.

Backing up such equipment with outstanding service and parts support is essential. As your Komatsu dealer, H&E helps with that too, by offering factory-trained technicians and professional parts personnel. We're dedicated to ensuring that our product support staff is among the industry's best.

If there's anything we can do for you, whether it's parts, service or new and used equipment sales, please call or stop by one of our branch locations.

Sincerely,

A handwritten signature in black ink, appearing to read "John Engquist". The signature is fluid and cursive.

John Engquist
President, CEO
H&E Equipment Services

Advantage

IN THIS ISSUE

BEAR INDUSTRIES

Read how this large, family-owned aggregate supplier stepped up production with a unique loading/unloading facility.

GUEST OPINION

Brandon Borgna, Communications Manager for the American Trucking Association, comments on the need for a long-term approach to improve highway infrastructure.

THE ROAD AHEAD

Read what industry observers have to say about signs of an economic recovery in the construction industry.

NEW PRODUCTS

Learn all about Komatsu's revolutionary Hybrid PC200LC-8 excavator that can save up to 41 percent on fuel compared to conventional PC200 models.

UTILITY PRODUCTS

Check out Komatsu's new D21A-8 and D21P-8 small dozers, which are powerful, versatile dozers, especially in tight quarters and fine-grading applications.

MORE UTILITY PRODUCTS

Find out how Komatsu's new CD110R-2 crawler carrier provides a way to haul on-site materials in all types of ground and weather conditions.

DEMO DAYS UPDATE

Take a look at the future of construction equipment as Komatsu debuts its new Hybrid PC200LC-8 excavator.

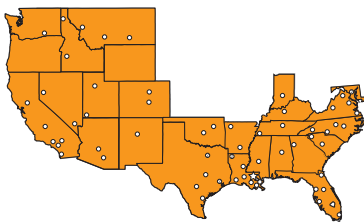
MACHINES ON DISPLAY

Here's a recap of what Komatsu had to offer at the most recent International Construction and Utility Equipment Expo.

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KOMATSU

BEAR INDUSTRIES

Customer service is the calling card of this Baton Rouge-area aggregate supplier

Since its founding in 1979, Bear Industries, headquartered in Port Allen, has become one of Louisiana's leading aggregate suppliers. Locally owned and operated, Bear Industries handles all types of aggregate, including limestone, sand, gravel and river silt, as well as a recycled product called Bearlite, a highly cost-effective substitute for limestone as a prepaving base in road construction.

"Our goal is to meet our customers' aggregate needs, whatever that requires," said Bear Industries President Darren Moore. "We try to do that by providing outstanding service and a wide variety of products. For example, in addition to offering Bearlite, we're the only company in Baton Rouge that dredges sand, and we're also willing to bring in specialized products. Customers can come to our yard to pick up anything, or we'll deliver to them. We view ourselves as a no-hassle, one-stop source for anyone needing aggregate product."

"Being locally owned, we also do everything possible to help customers and communities during emergencies," added Secretary-Treasurer Cass Moore. "Industrial explosions, oil-field accidents, hurricanes

— there's often an emergency need for our products — for example, sand for sandbagging efforts. We do whatever we can to help people, cities and companies get through the emergency and get back on their feet."

With two locations on the Mississippi River, one in Port Allen (just north of Baton Rouge on the west side of the river) and one in St. Gabriel (about 20 miles south on the east side of the river), Bear Industries serves customers throughout Louisiana, as well as parts of Mississippi and Texas. Customers include road contractors, landscapers, chemical plants, railroads and state and local governments.

Family-owned business

Although it's still owned and operated by the Moore family, Bear Industries is no longer just a small mom-and-pop operation. It has grown slowly but steadily through the years and today employs about 30 people.

While brothers Darren and Cass Moore run day-to-day operations, their father, Barry Moore Sr., a sister, Lenae Dabbs, and Darren's daughter, Chassidy Moore, are also active within the company. Another brother, Barry Moore Jr., is a consultant. "We enjoy the family relationship in the business," said Cass Moore. "We all have areas of responsibility and we all work together to keep things running as smoothly as possible."

The family members also rely on valued longtime employees to keep things running smoothly.

"We don't have much turnover," said Darren. "We try to hire good people and keep them with us for the long term. Good employees have definitely been a key to our success through the years, especially managers such as General Superintendent Coy Badeaux,

Brothers Darren (left) and Cass Moore run day-to-day operations at Bear Industries, a family-owned Louisiana aggregate supplier.





Marine Superintendent Mike Devillier, Salesmen Jimmy Little and Johnie Brown, and Office Manager Janet Shook.”

New unloading facility

Within the past year, Bear Industries added an elevated unloading/loading facility — a specially modified barge that’s 300 feet long and 54 feet wide. A Komatsu PC800LC-8 material handler sits atop the rig to unload barges that deliver limestone to the company’s yard.

“The new rig combination of barge and excavator was a large expense, but the idea is that it will save money and make money in the long term,” explained Badeaux. “Before we had our own unloading rig, our rock supplier would unload for us. Now, not only are we able to do that ourselves, but because the facility is mobile, we’re able to hire out to others along the river who need barges unloaded.”

It takes less than an hour to prepare to move the unloading rig, and less than an hour to have it set up and operating in a new location.

“It’s quick and easy to handle and we can unload almost anything,” said Marine Superintendent Mike Devillier. “Aggregates, grain, scrap metal — you name it — if it’s in a barge, we can unload it. Currently, we can unload 650 to 700 tons of limestone per hour.”

In addition to unloading barges, Badeaux says the Bear Industries facility is also capable of loading empty barges. “Unlike most unloading facilities which use a flat-deck barge, our facility is elevated so an empty barge (which floats higher on the water) can pull up underneath allowing us to load it with dump trucks. That’s a pretty unique capability which we think will benefit our customers.”



Within the past year, Bear Industries purchased this specially designed mobile unloading/loading facility — essentially a 300-foot barge with an elevated loading dock and a Komatsu PC800LC-8 material handler. “The rig is a major step forward for us,” said Secretary-Treasurer Cass Moore. “We can now not only unload our own material but also hire out the rig to businesses up and down the river to unload their barges.”

Specialized equipment

Like the specially modified barge it sits on, Bear Industries’ Komatsu PC800LC-8 was designed specifically for the company and the application. It has a widened car body for additional stability over the side; a 78-inch cab riser and forward for better visibility into the barge; and a 55-foot Young front with a 4.5-yard, rotating clamshell bucket for maximum productivity.

“It’s an outstanding piece of equipment,” asserted Devillier, who has unloaded barges



Mike Devillier,
Marine Superintendent

Continued . . .

Bear Industries' hallmark is customer service

... continued

For more information on Bear Industries products, including Bearlite, visit the company Web site at www.bear-ind.com.

for the past 25 years. "The PC800 is such an ease to operate compared to other machines I've operated. It handles a load well at a wider radius and is more efficient than anything I have ever run."

In addition to the PC800, Bear Industries also has a Komatsu PC300LC-8 excavator and D61 dozer to handle its sand operations, and three Komatsu wheel loaders (WA420, WA380 and WA95).

"We use the PC800 to lift the WA95 wheel loader into barges to clean up," said Badeaux.

Bear Industries General Superintendent Coy Badeaux (left) works closely with H&E Sales Rep Curtis Zeringue on equipment issues. "Curtis and everybody at H&E are very responsive to our needs," said Badeaux.



In addition to the PC800LC-8, Bear Industries also owns numerous other Komatsu machines including this PC300LC-8 excavator (right) and WA380 wheel loader (below).



"We use the two larger wheel loaders primarily to load trucks. Our WA420 has about 19,000 hours on it and it's still productive for us. We've been very pleased with the performance we've gotten from our Komatsu machines through the years."

An excellent dealer partner

When they first went into business, Bear Industries experienced a lot of downtime due to substandard equipment it inherited from previous owners.

"Eventually, we decided we needed some new machines because the downtime was killing us," recalled Cass Moore. "Before making a purchase, we talked to a number of contractors. We decided we'd try Komatsu, not only because of the quality of the equipment, but also because of the service that people told us we could expect from H&E. It's a decision we've never regretted. They've been an excellent partner through the years."

"Our H&E salesman Curtis Zeringue is a straight shooter on equipment issues," added Badeaux. "If we have a problem, Service Manager Jeff Creasy and Parts Manager Jeff Pears are very responsive to our needs."

"Bottom line, the service from H&E is great and that's why we keep coming back," said Moore. "If something goes wrong, we know they're going to be there for us and we'll be able to work out any issues."

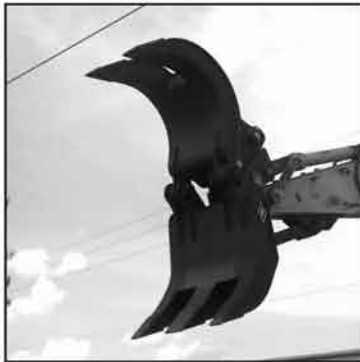
Optimistic about the future

Like many of their customers, Bear Industries' business has been slowed by the economic downturn. Nonetheless, the company has moved forward.

"The economy is always going to be a variable, but long term, we're optimistic," said Cass Moore. "The new unloading rig was a major step for us. Also, our recycled product, Bearlite, has been approved by the Louisiana Department of Transportation and Development and has already been used in some large construction projects."

"Our goal as a company will always be to meet the needs of our customers," added Darren Moore. "One way we do that is by trying to be on the cutting edge of industry trends, and by developing better products and services. As long as we continue to do that, we believe we're in a good position to succeed in the years to come." ■

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A LONG-TERM APPROACH

The U.S. highway infrastructure needs more than another short-term stimulus



Brandon Borgna

Brandon Borgna is Communications Manager for the American Trucking Association (ATA), the largest national trade association for the trucking industry. ATA represents more than 37,000 members covering every type of motor carrier in the United States.

Industry groups such as the American Trucking Association are pushing Congress for a long-term approach to meeting the needs of the nation's infrastructure.

The U.S. Government has allotted more than \$20 billion of the \$26.6 billion available for highway, road and bridge projects as part of the American Recovery and Reinvestment Act. While these funds have prompted a short-term focus on infrastructure projects, the funding represents just 3.3 percent of the total \$787 billion stimulus package enacted by the White House last year. This small amount will do little to address the dire need for expansion and repair of our National Highway System.

Our nation needs a much larger, long-term investment in highway infrastructure. By 2020, economists expect more than a 26-percent increase in overall freight tonnage. Our nation's ability to efficiently move this freight will have a tremendous effect on our economy. Inefficiencies currently plague our transportation system. The Texas Transportation Institute's 2009 Urban Mobility Report (based on a 25-year study from 1982 through 2007) stated that in 2007 alone, Americans wasted \$87 billion in the form of 2.8 billion gallons of fuel and 4.2 billion hours because of traffic congestion. This cost will only go up as the economy rebounds and freight traffic increases.

Implementing a national approach that first addresses the nation's worst traffic bottlenecks, as listed by the Federal Highway Administration, will improve the flow of freight and have the greatest benefit for taxpayers. As proposed in the House Surface Transportation Authorization Act, a national strategic plan that defines the federal role in meeting transportation needs will improve delivery of infrastructure projects by primarily investing in those of national importance. Also, the federal government should tie infrastructure investment to system performance by requiring recipients of federal funds to meet performance standards for safety, infrastructure condition, congestion reduction and emissions.

Meeting the transportation challenges of the 21st century is critical to the long-term prosperity of the United States. As our population and economy grows, a national transportation policy that focuses on efficiency, congestion reduction and the improvement of freight movement around our nation's worst bottlenecks will facilitate economic growth and help our industries compete in the global economy. ■



PUSHING THE ACCELERATOR

Construction industry groups urge Congress to speed up passage of new highway bill

Recent reports pointing to motor vehicle crashes and the cost of congestion on the nation's highways underscore what many see as the need for a significant and critical investment in a new surface transportation bill. And proponents of a new bill want it soon, as the current highway funding mechanism expired Sept. 30.

A new highway safety report shows that poor road conditions are the single most lethal contributing factor to motor vehicle crashes, contributing to more than 22,000 highway fatalities each year. That equates to about 53 percent of all deaths on roadways, outnumbering speeding, alcohol or nonuse of seatbelts. According to the study, these crashes cost the country more than \$200 billion each year.

A second study said the cost of congestion topped \$87 billion in 2007, but dropped last year due in part to the recession. The study showed the total amount of wasted fuel was more than 2.6 billion gallons and wasted time totaled 4.2 billion hours. A report from researchers who conducted the study said they expect congestion to increase as the economy rebounds.

Construction industry groups are pointing to the studies as well as other data to push for new comprehensive legislation to replace the current surface transportation bill known as SAFETEA-LU. Passed in 2005, SAFETEA-LU provided more than \$240 billion dollars and was tied to the Highway Trust Fund, which doles out money for transportation projects.

Funding in SAFETEA-LU ran out before its four-year term, and Congress had to pass emergency measures to inject nearly \$15 billion

over the past year to keep the Highway Trust Fund afloat. The last such measure was passed in August, at about the same time the House Transportation and Infrastructure Committee proposed a reauthorization of SAFETEA-LU that would invest \$500 billion over the next six years for roads, transit and high-speed rail.

Sooner, rather than later

No action has been taken on the proposed legislation, titled The Surface Transportation Authorization Act of 2009 (STAA). Instead, Transportation Secretary Ray LaHood called for an extension of SAFETEA-LU of up to 18 months, with funding during the interim coming from the current gas tax and a transfer

Continued . . .

Construction industry groups want a significant investment in highway construction. U.S. Reps. James Oberstar and John Mica introduced a six-year highway bill, but it has yet to be acted on.



New highway bill would create jobs

... continued

of money from the general fund into the Highway Trust Fund.

The idea behind the extension is to give representatives time to hammer out a bill that would address not only how much money the legislation would need, but how to pay for it as more fuel-efficient cars and public transportation have already and will continue to reduce tax revenues.

Construction industry organizations are pushing for a new bill sooner. So is Rep. James Oberstar, D-Minn., who along with colleague John Mica, R-Fla., introduced the six-year STAA reauthorization legislation.

"In the past, during these periods of multiple short-term extensions of programs, state departments of transportation have slowed investment because of the uncertainty regarding the long-term projects until enactment of the reauthorization act," said Oberstar. "In this time of severe economic recession, the effects of any slowed investment could offset much of the benefits of the increased transportation investment provided under the American Recovery and Reinvestment Act (ARRA)."

Under the ARRA, also known as the stimulus plan, \$27.5 billion was included for highways and bridges as part of an overall \$80 billion infrastructure package. Further legislation this year through the omnibus appropriations bill added another \$40 billion for highway construction in fiscal 2009. These monies are in addition to funds transferred as part of any extension of SAFETEA-LU.

The most recent federal highway bill, SAFETEA-LU expired Sept. 30, and discussion of a new bill has been tabled. Construction industry groups are calling for a new bill soon.



Organization calls for long-term infusion

While all these funding mechanisms will help continue construction projects in the near term, proponents say a long-term view is necessary. Nearly all agree that updating the nation's surface roads and other infrastructure must be accelerated and longlasting.

The National Surface Transportation Infrastructure Financing Commission, a congressional group, recently said that due to underfunding, "Our surface transportation system has deteriorated to such a degree that our safety, economic competitiveness and quality of life are at risk." It says an infrastructure funding gap between what's available and what's needed will be nearly \$400 billion between 2010 and 2015 and will grow to more than \$2 trillion by 2035 unless dramatic steps are taken to find significant sources of revenue to update infrastructure.

Industry organizations agree a long-term view is critical, not only to updating infrastructure, but to the people who will put it in place. "A six-year bill gives you the projected funding level a contractor needs to justify investments," said Brian Deery, Senior Director of the Highway and Transportation Building Division of the Associated General Contractors (AGC) in a recent Fleet Owner magazine article. "When you realize the least-expensive piece of equipment a highway contractor buys is around \$100,000, with some costing more than \$1 million, you need a stable outlook for business in order to pay for all of that."

Economic analysts seem to agree that a massive infusion of money into surface transportation and other infrastructure will pay huge dividends. According to Mark Zandi, Chief Economist at Moody's Economy.com, every dollar of infrastructure spending returns between \$1.50 and \$1.75 while creating jobs. Ken Simonson, Chief Economist at AGC is also calling for a bigger investment in highways and other infrastructure.

"These bills will deliver both short- and long-term benefits to the American public, while providing desperately needed jobs for construction workers in every state," said Simonson. ■



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NEW PRODUCTS

NEW EXCAVATOR MODELS

Heavy-duty booms offer increased durability in PC350LC-8, PC350HD-8 and PC450LC-8 models

Stress on an excavator's boom can significantly shorten its life and increase long-term owning and operating costs. That's why Komatsu took a big step in extending that life expectancy by introducing heavy-duty booms on its new PC350LC-8, PC350HD-8 and PC450LC-8 models.

Komatsu designed the heavy-duty booms to provide increased strength and durability compared to the PC300LC, PC300HD and PC400LC, which these new machines replace. Large cross-sectional structures, thick, high-tensile-strength steel, and partition walls help the boom and arm resist bending and torsional stress, making them more durable.

"The new machines basically maintain the same performance capabilities of their predecessors in terms of horsepower and bucket capacity," noted Doug Morris, Product Manager, Excavators. "However, heavy-duty booms are now standard to increase the durability of the work equipment. As with previous models, contractors will choose the model that best suits them based on factors such as the applications in which they use them, site conditions and breakout force."

Added reliability features of the new models include a sturdy frame structure. Its revolving frame, center frame and undercarriage were designed using advanced CAD analysis technology for better durability and longer life. Components, such as engine, hydraulic pumps and motors, control valves and electronic devices, are exclusively Komatsu-manufactured for seamless integration into the machines. Metal guard rings protect hydraulic cylinders, and hydraulic hoses equipped with O-ring seals provide extended, leak-free life.

Komatsu lengthened undercarriage life with grease-sealed tracks and track links with struts, which offer superior durability. Longer track life is part of an overall effort by Komatsu to lower owning and operating costs.

"Contractors will find these new machines a little more robust in all applications, whether digging utility trenches, loading trucks, mass excavation or demolition," said Morris, who noted a PC350HD-8 model is available that combines the upper structure of a PC350 with the lower part of a PC450. "Komatsu built in additional value by using more durable



Doug Morris,
Product Manager,
Excavators

Continued . . .

Brief Specs on the Komatsu PC350LC-8, PC350HD-8 and PC450LC-8 Excavators

Model	Operating Weight	Net Horsepower	Bucket Capacity
PC350LC-8	77,362-79,037 lbs.	246 hp	0.89-2.56 cu. yd.
PC350HD-8	85,305-88,771 lbs.	246 hp	0.89-2.56 cu. yd.
PC450LC-8	97,372-104,058 lbs.	345 hp	1.47-3.75 cu. yd.

Heavy-duty booms in Komatsu's new excavators provide increased strength and durability compared to their predecessor models.

To see video about these new excavators, go to www.video.cpi.com



New excavators feature five working modes

... continued

components that offer improved reliability, better maintenance and service intervals, and cab improvements that make the operator more productive.”

Built-in productivity

Five working modes — Power, Economy, Lifting, Breaker and Attachment — help users get the most efficient production out of the PC350LC-8, PC350HD-8 and PC450LC-8. Using different modes, the operator can match engine speed, pump flow and system pressure to the application. For example, when high digging force isn’t needed, operators can switch to Economy mode for better fuel economy and savings. Power mode provides maximum production for faster cycle times, when needed.

Operators choose modes using the self-diagnostic, multifunction, color monitor that’s among the industry’s most advanced diagnostic systems. In addition to mode selection, the Komatsu-exclusive system identifies maintenance items, reduces diagnostic times, indicates oil and filter replacement hours and displays error codes. When the operator turns on the machine, check-before-starting items appear, and if abnormalities are found, a warning lamp blinks and a buzzer sounds to alert the operator. During operation, continuous machine condition checks help prevent serious problems from developing, allowing the operator to concentrate on the work.

Komatsu crafted the excavator cabs with operator comfort and productivity

in mind. The new design features a wider cab, high-back seat and reduced noise and vibration levels. The pressurized cab also helps minimize outside dust from entering.

In addition, the new, highly rigid cab has a pipe-structured framework with reinforced strength for high durability and impact resistance. A larger glass area provides excellent visibility of the work area, while a skylight offers better overhead visibility. Large side-view mirrors give the operator clear views to both sides of the machine and a standard rearview camera lets him see behind the machine.

Longer service intervals

The PC350LC-8, PC350HD-8 and the PC450LC-8 can work longer before requiring downtime for routine maintenance. High-performance filters extend replacement intervals to every 500 hours for the engine oil and filter, 1,000 hours for the hydraulic filter and 5,000 hours for the hydraulic oil. All grease points, except the bucket, are at 500-hour intervals. Large-capacity air cleaners and high-pressure, in-line filters at the pump discharge ports are standard.

Each excavator has easy service-access points, including side-by-side radiator and oil cooler modules for quick removal, cleaning and installation. Engine oil-level check, oil fill port and fuel filter have improved accessibility as does the engine oil filter and fuel drain valve. An eco-drain valve is standard and enables easier and cleaner engine oil changes. A fuel prefilter that separates water and removes contaminants minimizes potential fuel problems.

“While there are noticeable changes, we kept key elements of the previous models that are proven productive and efficient, such as the efficient, high-pressure, common-rail Tier 3 engines that provide high productivity with low fuel consumption and emissions,” said Morris. “KOMTRAX remains standard and allows owners and operators to track machine function and service intervals, among other items, which help keep downtime to a minimum. From that standpoint, users won’t notice change, but in terms of other direct links to owning and operating costs, they’ll see some significant improvements.” ■

Komatsu added value to its new excavators with features such as heavy-duty booms, five working modes, reinforced cabs with larger glass area and longer service intervals.



MORE NEW PRODUCTS

ADDED VALUE

Komatsu's new GD655-5 motor grader cab design is among features that improve productivity

One of the keys to productivity in motor grader work is the operator's ability to see the material and the blade as clearly as possible. Komatsu enhanced that ability in the new GD655-5 with a patented hexagonal cab that provides improved all-around visibility.

"The better visibility, the better production," said Product Manager Steve Moore. "We set out to make the most comfortable, productive and efficient motor graders possible. Komatsu did that by adding features, starting with a low-noise operator platform design that's similar to the unsurpassed, award-winning cabs in our small-dozer line. Then we built on that to provide even more value."

Better visibility is only part of the value-added equation, as Komatsu increased both horsepower and operating weight by nearly 10 percent, while decreasing fuel consumption by 20 percent compared to the GD655-5's predecessor. Its new, patented, dual-mode transmission system is mounted in the front for better weight distribution and provides on-the-go, full power shifting as well as inching capability and automatic shifting in the higher gear ranges.

"The operator has total control and can run the grader in direct drive (manual mode) for tough grading, or with the lock-up torque converter (auto mode) for fine work that may require inching," said Moore. "The higher horsepower allows for better productivity at higher speeds in applications such as road building and maintenance and snow removal. The combination of manual and auto is very effective for low-speed smooth operation by virtually eliminating engine stall. Komatsu is the only manufacturer to offer that."

Additional control valves

Komatsu also offers two additional control valves for a total of ten, making attachment additions easier. Other new standard features include a Turbo II precleaner, right and left independent blade-lift float, front-bar-mounted lights and a toolbox with lock. KOMTRAX 2.5 is also standard, providing better maintenance tracking. Users can perform nearly all services from the ground, including fueling for faster fill-ups.

"That reduces downtime and boosts production time," noted Moore. "Another key element is a new hydraulic, variable-speed, reversible fan that minimizes dust entering the radiator, which also minimizes downtime. With the GD655-5, as well as other Dash-5 motor graders we're introducing, we set out to engineer a machine that would significantly improve productivity and profitability. More horsepower and operating weight, as well as additional standard features, add value for anyone who uses a motor grader." ■



Steve Moore,
Product Manager

Brief Specs on Komatsu GD655-5 Motor Grader

Model	GD655-5
Net hp	218 hp
Operating Weight	38,415 lbs.
Blade Width	14 ft.

A new hexagonal cab provides exceptional all-around visibility and is among several new features designed to improve productivity and reduce owning and operating costs.





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MORE COMFORTABLE CAB

Redesigned work platform of the PC160LC-8 helps operators maintain productivity

A common adage in equipment says “a comfortable operator is a more productive operator.” Starting with that nugget of wisdom, Komatsu designed its new PC160LC-8 to foster an environment where operators can thrive.

The PC160LC-8 has a newly designed, larger cab (compared to the Dash-7 model) with excellent sound absorption. Noise-source reduction and a quieter Tier 3 engine, hydraulic equipment and air conditioner make the excavator’s noise level similar to a new automobile. Viscous damper mounting coupled with a highly rigid deck reduces vibration as well.

“There’s more to the equation than just noise and vibration reduction,” noted Product Manager Doug Morris. “The cab is pressurized with automatic air conditioning, an air filter and a higher internal air pressure to minimize the amount of dust that enters the cab. Operators who have used the PC160LC-8 notice right away how much more comfortable it is.”

Operators can set the temperature in the cab using the upgraded LCD monitor panel, which also allows them to set the proper working mode to match conditions. Five modes are available, including an Economy mode for lighter digging and loading, which reduces fuel consumption by 10 percent compared to the Power mode.

Durable, easy to maintain

No matter the conditions, operators can be confident that the PC160LC-8 will get the job done. Komatsu engineered it with a boom and arms of thick-plate, high-tensile-strength steel. Designed with large cross-sectional areas and generous use of castings, working attachments exhibit long-term durability and high resistance to bending and torsional stress.

“The PC160LC-8 is the largest in what’s considered our light excavator line, but don’t let the word ‘light’ fool you. It has the strength and durability to handle substantial work loads,” said Morris. “At the same time, it’s light enough at less than 40,000 pounds to be easily transported, as well as mobile enough for maneuverability on the jobsite. It’s great in commercial and residential applications.”

Morris said with KOMTRAX as standard equipment, it’s also easy to track and maintain proper service intervals. The radiator, aftercooler and oil cooler are arranged side-by-side for quick cleaning, removal and installation. Maintenance costs are reduced with high-performance filtering materials and long-life oil that extend intervals to 500 hours for engine oil and filter, 1,000 hours for hydraulic filter and 5,000 hours for hydraulic oil. ■

Brief Specs on Komatsu PC160LC-8 Excavator

Model	Net Hp	Operating Weight	Bucket Capacity
PC160LC-8	115 hp	36,770-37,740 lbs.	0.48-1.24 cu. yd.

The PC160LC-8 has a larger, more comfortable cab, helping keep operators productive longer. It also features an efficient engine, low fuel consumption and is easily transported.





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DEMO DAYS UPDATE

LOOKING AT THE FUTURE

Demo Days attendees take first peek at Komatsu's new hybrid excavator

Attendees of Komatsu's latest Demo Days were among the first to see and operate the company's latest innovation: the Hybrid PC200LC-8 excavator. It was one of more than 25 pieces of equipment highlighted during the event at Komatsu's Training and Demonstration Center in Cartersville, Ga.

Demo Days marked the North American public launch of the hybrid excavator (see related story), which debuted to much praise. Attendees also appreciated the chance to operate everything from a PC88MR-8 compact utility excavator to a D275AX-5 dozer with Komatsu's patented Sigma blade.

"This is a chance for customers to see the solutions and innovations Komatsu has to offer," said Bob Post, Director of Marketing Communications and Sales Training, who noted that for the first time, Komatsu used its Learning Management System (LMS) to register attendees. "Komatsu dealers do demonstrations, but often that's only one machine. Here, customers get to see and try first-hand our broad product line."

That product line included not only excavators and dozers, but wheel loaders, articulated and rigid-frame haul trucks, a motor grader, skid steer and compact track loaders, a CD110R-2 crawler carrier and a BR580JG crusher.

In addition to operating machinery, many attendees took advantage of Cartersville's close proximity to Komatsu's Chattanooga Manufacturing Operations (CMO) by touring the plant where excavators and articulated trucks are built. There were also educational seminars on a variety of topics.

For more information on Komatsu equipment, contact your sales representative or visit our nearest branch location. ■



Tracey Breithaupt of T.L. Construction (left) is with Jim Moody of H&E.



Mark Dryden of H&E (left) met up with Wes Bass of W.L. Bass Contractors.

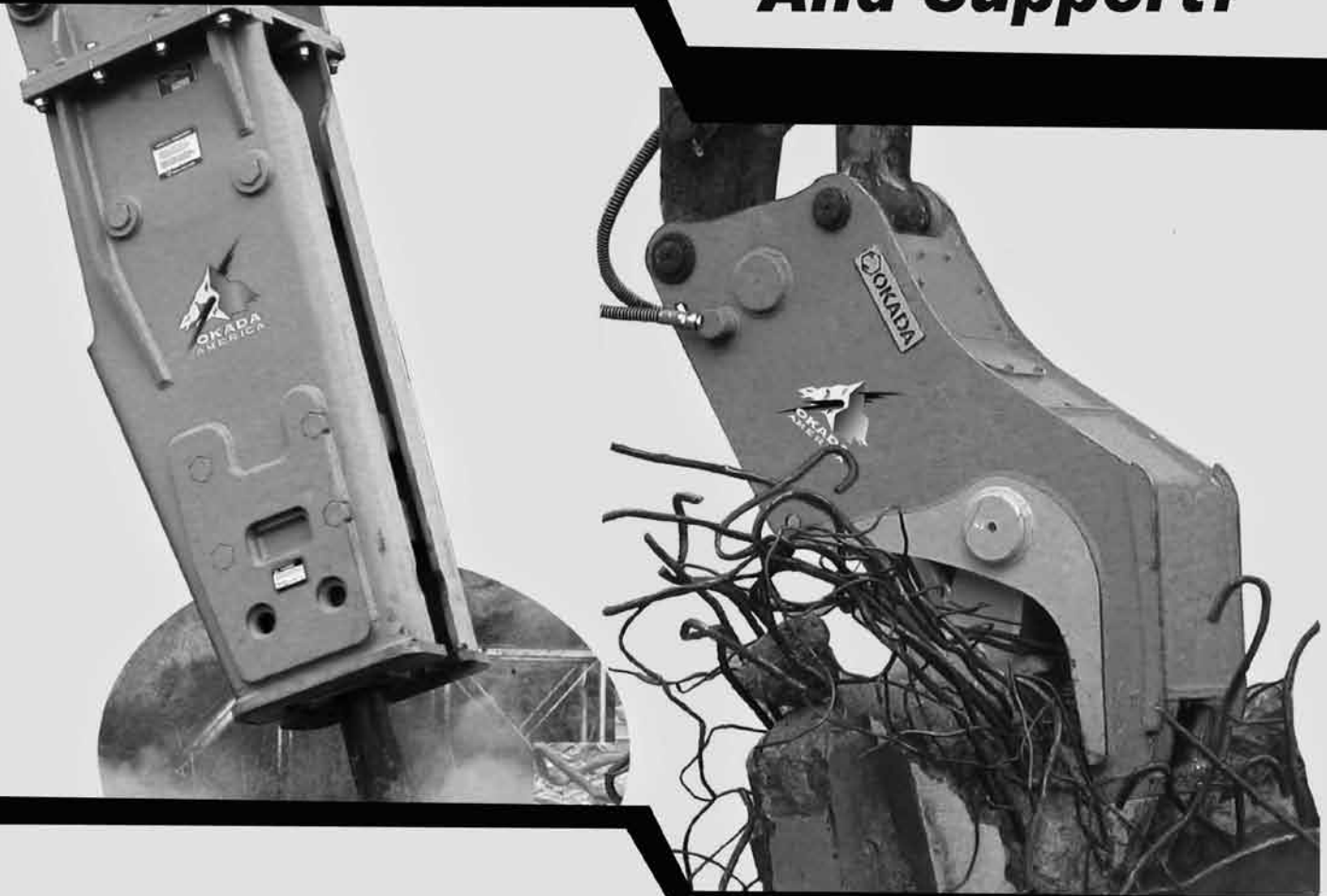


H&E Sales Rep Jeff Bonial (left) visits with Ricky Powell of Diamond D.

Komatsu's new Hybrid PC200LC-8 excavator was a big hit at Demo Days, where it made its North American public debut.



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MACHINES ON DISPLAY

KOMATSU AT ICUEE

Utility machines are the stars of this biennial equipment expo

Held every other year, the International Construction and Utility Equipment Expo is a great way to test all types of Komatsu utility machines. The most recent ICUEE was held last fall at the Kentucky Exposition Center in Louisville, Ky.

Komatsu had all types of utility equipment at the show including the WB146 backhoe loader, the CK30 compact track loader, the WA50 compact wheel loader, and the PC88 and PC38 compact hydraulic excavators.

“Even if they haven’t used Komatsu utility equipment, contractors know the Komatsu name and respect the fact that it’s a leader in construction and mining machinery,” said Komatsu Utility Product Manager Bob Beesley. “So when they see we make the small equipment too, they’re willing to try it because of the reputation.

“Once they do try it, they discover it’s built with the same dedication and attention to detail as the larger Komatsu units,” he noted. “We don’t just purchase pieces and parts that fit. Everything that goes on our utility machines is designed from the outset to work together

for maximum performance. For example, the hydraulics, for which Komatsu is known, are the same as on our full-size excavators.”

Komatsu makes its backhoes and skid steer loaders at its manufacturing plant in Newberry, S.C. ■

For more information on Komatsu utility machines, contact your sales representative or our nearest branch location.



Among the Komatsu machines at the International Construction and Utility Equipment Expo was this WA50 wheel loader.

Attendees at ICUEE get to put machines, such as the Komatsu WB146 backhoe loader, through their paces.



An operator tries out Komatsu’s CK30 track loader at ICUEE.



QUALITY THAT LASTS

Komatsu's new VP of Manufacturing says building reliable machinery never goes out of style



This is one of a series of articles based on interviews with key people at Komatsu discussing the company's commitment to its customers in the construction and mining industries — and their visions for the future.

Bill Suzuki,
Vice President
of Manufacturing

Bill Suzuki was named Vice President of Manufacturing last October after marking 25 years with Komatsu. His new role involves overseeing operations at the plants in Peoria, Ill. (mining), Chattanooga, Tenn. (excavators and articulated trucks), and Newberry, S.C. (utility).

"I've seen Komatsu grow up in the North American marketplace," said Bill. "When I joined Komatsu, our presence here was very small, and now we have three manufacturing plants in the U.S. I'm very proud of what Komatsu has accomplished by focusing on quality products that are dependable and efficient. Our customers recognize that and remain loyal to us."

After graduating from Muroran Institute of Technology in 1984, Bill Suzuki went to work for Komatsu and has worked in the company's manufacturing operations since. Most recently he was General Manager of Komatsu's Peoria, Ill., manufacturing facility.

"The principles of each are the same, to build quality machinery that makes the user profitable," said Bill, who is married and has two teenage children. "I enjoy working with the staff at each plant to ensure those principles continue to be met."

QUESTION: You've been involved with manufacturing Komatsu products for more than two decades. What's changed in that time?

ANSWER: When I joined Komatsu, our product line was very limited, but since the early 1980s we've grown at an incredible rate, becoming one of the top two manufacturers of heavy equipment in the world. Demand for our innovative products continues to rise. Part of that has been a vastly increased presence in North America, and to meet that demand, Komatsu has built a number of manufacturing facilities. In North America we have three manufacturing plants: mining equipment in Peoria, Ill., excavators and articulated trucks in Chattanooga, Tenn., and utility equipment and wheel loaders in Newberry, S.C. Each has its own engineering and research and development components as part of the manufacturing process, and each not only supplies the North American marketplace, but also some products globally.

Through the years, Komatsu has also increased the number of genuine Komatsu components in our machinery. Customers appreciate that because they know their machine is built to exacting specifications and all components work together harmoniously to increase efficiency. They also like that they can go to the distributor and buy Komatsu OEM parts that are made specifically for their equipment.

QUESTION: With that much growth in a relatively short time, how has Komatsu ensured its products meet customer expectations?

ANSWER: We simply won't settle for mediocrity or compromise on quality. Think of manufacturing as a puzzle. You can't finish the picture without all the pieces. For Komatsu, those pieces are safety, quality, delivery and cost and they go hand-in-hand. Safety is our

utmost concern, both for our workers in the plants and operators of Komatsu equipment. From the operator's standpoint, you can't have safety without quality. That means using quality components and materials that ensure each of our machines has the right mix of power and stability so the operator feels confident in the machine's ability to do the job for which it's designed.

Of course, when the customer orders a machine, he expects delivery as quickly as possible. We've cut down our delivery time on orders considerably over the years, and we continue to improve. Because we're always looking for ways to streamline the manufacturing process — that certainly doesn't mean cutting corners in any way — we're able to build quality, safe products at competitive prices. During the past 20 years, our North American customers have come to see how all the pieces fit together to provide added value, and that's why many continue to buy Komatsu after their initial purchase.

QUESTION: What hasn't changed in terms of manufacturing?

ANSWER: Komatsu's commitment is to building innovative products that are reliable and cost-effective. That never goes out of style. Each time we set out to build a new machine, we strive to make it better than its predecessor by incorporating new technologies with the tried and true. We've always been very particular that the materials we use are the highest quality. We won't put a piece of equipment in the marketplace until it's been thoroughly tested and retested.

QUESTION: Are customers part of that process?

ANSWER: Yes. Part of the process of manufacturing equipment is gathering customer information about what they want in a piece of equipment and incorporating that into the final product. After all, they're the ones using the machine, so it makes sense that they're part of the process of building and testing machinery. We want to know what they like and don't like, so we can build a better machine.

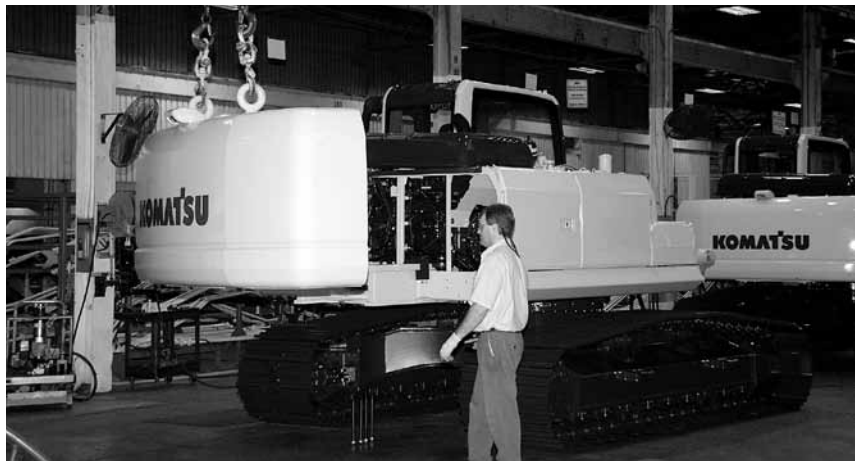
We also encourage customers to visit one of our manufacturing plants and see for themselves how Komatsu builds the machinery they use every day. ■



Employees of Komatsu's manufacturing operations do all assembly and testing of new machinery before it leaves the plant. "We've always been very particular that the materials we use are the highest quality," said Vice President of Manufacturing Bill Suzuki, who's been with Komatsu for 25 years. "We won't put a piece of equipment in the marketplace until it's been thoroughly tested and retested."



Komatsu encourages customers to visit its manufacturing facilities and see how the products they use are made. "Part of the process of manufacturing equipment is gathering customer information about what they want in a piece of equipment and incorporating that into the final product," said Bill Suzuki, Vice President of Manufacturing.



Komatsu's North American operations include three manufacturing plants in the United States that supply not only North America but also some products globally.

SERVING YOU BETTER

COMPUTER-BASED TRAINING

Our service technicians gain knowledge online to help keep your machines on track

Whether your equipment needs routine scheduled maintenance or a more extensive fix, you expect to have it up and running again with as little downtime as possible. That's Komatsu's goal too, and in an effort to build on service technicians' skills, it's extending online training opportunities.

Online courses are available to technicians across Komatsu's extensive lineup of construction, utility and mining machines. With a user name and password, technicians are able

to log in and take courses anywhere there's Internet access.

"It's part of our commitment to continual training and keeping technicians up-to-date," said Angie Huggett, Associate Media Developer based at Komatsu in Cartersville, Ga. "We still offer classroom and hands-on training. Computer-based training (CBT) enhances that by allowing the technician to learn virtually anytime and anywhere."

Huggett noted that technicians are often specialists in one area or only a few machines. With CBT, not only will they stay abreast of any updates or changes in those machines, but can more easily learn about additional equipment lines.

"Technicians can use CBT to expand their horizons," said William Grasse, Supervisor, Media Department. "For instance, they may be focused on excavators and want to learn about dozers. CBT allows them to get an in-depth look at that. They can then build on that knowledge through classroom and hands-on work."

Minimizing downtime

When technicians finish a module — in essence, a class — they take an online assessment. Successful completion earns them credit and satisfies a prerequisite to taking another course.

"The goal is to ensure they understand the function of a machine, so when they go out on a service call, they're able to diagnose and fix it as quickly as possible," said Grasse. "Keeping downtime to a minimum is critical, and CBT helps in our efforts to do that. We spent a lot of time developing the courses and accompanying materials, and we believe it will pay off for us and our customers." ■

Komatsu's computer-based training allows service technicians to enhance their knowledge and skills virtually anytime with an Internet connection.



(L-R) Members of the team that developed Komatsu's computer-based training are Training Manager Mike Robson, Supervisor Media Department William Grasse and Associate Media Developer Angie Huggett.



STAYING CONNECTED

NEW H&E WEB SITE

More interactivity + more information + live representatives = more value for equipment customers

If you're in the market for new or used equipment — or seeking information and a quick response on the wide variety of services H&E has to offer — you'll want to check out H&E's new Web site at www.HE-equipment.com. It's been entirely redesigned to provide you with the information you need to shop, compare and ultimately make an investment in equipment from H&E that will deliver true value to your business.

Used equipment

The new, robust used equipment section provides quick access to detailed information, photos and warranty plans on every featured unit. Addressing updates in this area, Toby Hawkins, H&E Equipment Services Vice President of Marketing, said, "Our pilot testing with customers confirms that they want easy navigation, multiple photos, good specs, and a warranty to protect their investment. Along with e-mailing requests, customers also like the option of talking with a live sales representative when they are ready to buy or need information now. We accommodate all of this with our new Web site offering."

Free warranty on every used unit sold — customers can trust H&E

To earn the trust and confidence of the Internet buyer, every used machine comes with a FREE warranty, honored at H&E or OEM repair facilities throughout the United States. Hawkins explained, "Purchasing equipment online can be a scary proposition unless you are dealing with a reliable source. We want buyers, wherever they may be located, to know that we stand behind every unit we sell."

Viewers can easily click on the warranty details associated with any unit. A standard "30-day Quality Used" or "90-day Job Ready"

Protection Plan is included with each used equipment purchase. Affordable extended warranties are also available.

Expanded info on value-added services

In addition to new and used equipment, customers can view and access information for other H&E dealership services, including real-time rental and accounting reports, invoicing, rentals, parts, service and repair, training, financing, insurance, fleet maintenance, national accounts, international sales, investor relations and employment opportunities.

Customers can easily set up an "Advantage Account," then log in to access a variety of time-saving, real-time reports, including:

- Open Rental Contract Report,
- Off-Rent Report,
- Invoice History Report,
- Purchase Order Report.

Continued . . .

Visit H&E's newly designed Web site at www.HE-equipment.com.

The screenshot displays the H&E Equipment Services website. At the top, the logo and contact information (Toll Free: 877.415.4542) are visible. A navigation bar includes links for USED, NEW/RENTAL, NEW IN-STOCK, PARTS/SERVICE, LOCATIONS, ABOUT US, and SERVICES. The main content area features a large banner with a yellow excavator and a worker in a hard hat. Below the banner, there are icons for National Accounts, International Sales, Advantage Rpts, and Member Database. A footer section lists services: RENTALS, SALES, SERVICE, PARTS, TRAINING, and REMANUFACTURING, along with a 'LOCATIONS NATIONWIDE' badge.

New H&E Web site provides more resources

... continued

This service is free to qualifying customers and is a valuable tool that delivers critical information fast — anytime, anywhere Internet access is available. That allows customers to stay in touch with their rental, service and parts activity.

New equipment - available now!

In addition to the "traditional" method of reviewing and ordering new machines, H&E's Web site has a new section entitled, "New In-stock." Patterned after the "Used Equipment" section, the inventory under New In-stock is available and ready for

purchase now — no waiting necessary. If the unit fits a customer's needs, he or she can purchase it online and have it delivered right away.

Speaking to the future, Hawkins said, "Our goal is to create an Internet resource that is user-friendly, time-saving, informative and interactive — one more value-added service that H&E offers to benefit equipment customers and their businesses. We hope customers will find our Web site to be a tremendous resource and significant improvement to their online buying and renting experience." ■

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Stk# KMU030796, 2,163 hrs., canopy, sweeps, rear screen, 6-way blade, located in Alexandria, LA..... **\$45,150**



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2006 Komatsu PC160LC-7K

Stk# KMU060823, 3,647 hrs., cab/air, 9'10" arm, 36" bkt, thmb, 32" trks, 70% UC, located in Alexandria, LA **\$69,300**



\$52,500

2004 Komatsu WA200-5

Stk# KMU040840, 3,628 hrs., cab/air, 20.5x25 tires at 50%, located in Baton Rouge, LA **\$52,500**



\$25,725

2006 Bobcat 341G

Stk# MLU060118, 1,400 hrs., cab/air, aux. hyd., rubber trks, 40% UC, blade, 24" bkt, located in Baton Rouge, LA... **\$25,725**



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2003 Komatsu D65WX-12

Stk# KMU030744, 7,513 hrs., cab/air, sweeps & rear screen, S-blade, 32" tracks, 75% UC, located in Shreveport, LA **\$94,500**



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2006 Barko 595ML

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