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NEW PRODUCTS ABOUT AT ARA

The American Rental Association held its annual convention and ARA Show in New Orleans this year. The well attended exhibition was notable for the number of new products and announcements, at least when it came to aerial work platforms.

All the major manufacturers were in attendance with the exception of JLG/Hinowa and unusually Platform Basket. The standout new products this year included:

MEC had more new products on display than most, including the production version of its 10ft Nano10-XD all electric - no hydraulics - scissor lift, along with new 13 and 20ft Micro scissors and the first public display of the 32ft 3232SE and 45ft 4545AE, both of which can drive at full height.

All the new Micro scissors can drive through standard doorways without folding the guardrails. The Nano10-XD is unusual in that the two side chests are not interconnected as the scissor stack folds down into the chassis. Even the steer wheels are independently operated via electric actuators. The unit is available with the Xtra Deck ceiling tile extension which increases the working height by almost half a metre, taking it to 3.5 metres.

The new Micro 2032 is essentially a 19ft scissor with a 20ft platform height, providing an eight metre working height with 363kg platform capacity. Overall length is 1.88 metres or 1.73 metres with the ladder removed. AC electric drive is standard, while dual material trays are optional. The unit has an outdoor rating, but the working height is reduced to 6.6 metres. The 32ft 3232SE announced a few months ago is selling well, it seems the market was waiting for a unit of this size that can drive at full height.

On the boom front there were two new models - the production version of the 85-J as

shown at Conexpo last year as a prototype, but much has changed including the adoption of a telehandler type axle drivetrain. The unit uses electronics to work either as an articulated boom where the operator controls the riser and boom independently, or in telescope mode where the controller operates the riser in sequence with the boom elevation. Available now as a diesel, electric and hybrid versions will come later this year. The other new boom - the 40-AJ - is based on the company's 34ft telescopic 34-J, but with a riser converting it into an articulated model and adding 1.8 metres more working height as well as some up & over reach.

JCB used the show for the global launch of its first telescopic boom lift, the 65ft T65D, which was appropriate given that it will not be available, at least yet, in markets that require the latest engine emissions - beyond Tier 4 Final - ruling out the European market and some others. Outreach is 17.23 metres with 300kg while the 450kg maximum capacity is available at up to 14.5 metres. As with the company's other platforms, the new machine is built in India. The company also displayed its new 19ft electric drive S1932E scissor lift.

Haulotte made an interesting move using the ARA for the global launch of its new HA16E electric Rough Terrain articulated boom lift, the HA46E in the USA. It was displayed with the diesel Range Extender option. The company - which announced record results in North America - is making inroads into larger US rental companies and becoming a more significant player.



MEC 85-J



MEC Nano 10-XD



JCB T65D



Haulotte HA16E

Skyjack made a lot of noise with the debut of its new 13 and 19ft Micro scissors - the 13ft SJ3213 micro and 19ft SJ3219 micro - with front wheel electric motor drive and other Skyjack features. Manufactured in Canada they replace previous units made by Mantall in China. Look out for some new boom lift launches as we move into the summer.

Snorkel showed a 60ft compact articulating boom lift - the 600AJN - designed for exhibition installation applications with a novel pivot steer 'pigeon toe' function in addition to the usual four wheel steer modes. Three new scissor lifts include two new all electric - no hydraulics - scissor lifts with lithium batteries, the S3013 Mini and S23220 Mini with a 272kg platform capacity, overall length of 1.44 and 1.39 metres weighing 952kg and 1,111kg respectively. The third new model is the 19ft S3219 Plus - 1.83 metres long and weighing 953kg with hydraulic lift, but all electric chassis.

Teupen displayed its new 27 metre Leo 27AJplus spider lift, dubbed the Leo 82AJplus in North America. A key feature is its new jib with 160 degrees of articulation.

Almac/AlmaCrawler used the show for the US launch of its new tracked T-Crane, the 990kg capacity T-1060LTH.

Custom Equipment, now with the same owners as aerial lift manufacturer ELS and telehandler manufacturer MTS, launched several existing products from the two companies under a new brand name AXCS which will be used for all product lines from Turkey, and may eventually replace the Hy-Brid branding? As far as new products, there was the 16ft Hy-Brid ZT1630 which has been redesigned to take the company's LeakGuard system which involved increasing height of the chassis, but it can still pass through a door without lowering the guardrails.

Dinolift launched its 18 metre 180XTII in North America as the 52XTII. The product line has been distributed by RBG of Raymond, New Hampshire since 2018 and is now really taking off.

Local dealer UpEquip displayed the latest **Hoeflon C10** tracked crane, rigged with its long, three section luffing jib, alongside the **Easy Lift RA31** which has been rebranded as the 101-48RJ.

For those looking for something completely different the **Equipter** stand was a 'must see' showing a very well finished prototype of what is essentially a trailer mounted telescopic forklift. Dubbed the Tow-A-Lift the unit travels behind a car or pick up and when unhooked becomes a three wheel self-propelled telehandler with a 2.4 metre lift height and maximum capacity of 1,587kg.

Genie had plenty to see, including the new TraX quad track system for its four model range of tracked boom lifts from 40 to 80ft. At first glance it looks much the same as its predecessor, however the system is entirely new, with 50 percent fewer parts while being easier to maintain. However, the main advantage is that it is now easy to convert any new lift from wheels to tracks or tracks back to wheels.



Skyjack SJ3213 Micro



Snorkel 600 AJN



Teupen 82AJplus



The Hy-Brid ZT1630



Easy Lift 101-48J



Dinolift stand



Genie stand

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The company also showed a new decal and nomenclature regime that will reduce the number of decals it carries by at least 50 percent, while bringing a logical systematic system across the entire product range. The new decals also leave more space for rental company signage.

Chinese company **Goman** showed its new 28ft S08C self-levelling tracked scissor lift with a 10.5 metre working height. Several units have already been delivered in Canada. Italy's Almac made a point highlighting its patent infringement claim against Goman by distributing leaflets stating that it has a US patent.

Sinoboom showed a new all-electric - no hydraulics - 19ft scissor lift, the 1932ME All, one of two units at the show with exactly the same configuration as a regular 19ft scissor, but with electric actuators for steering and platform elevation. As with all these no hydraulic models these units carry a substantial premium over the regular models, ranging from 30 to 50%, or in one case considerably more. Also on show was the new 32ft AB320ERJN industrial boom lift with rotating jib.

Zoomlion was another company with a 19ft scissor lift converted to an all-electric, no hydraulics version - the ZS1930E. The company also displayed its 22ft ZS2242C tracked scissor lift. It also had its first 215ft ZT68J telescopic boom lift in the USA on hand nearby and took interested customers to the site.

LGMG launched the 20ft M2030SE self-propelled mast lift with rollout deck extension, offering a working height of eight metres and a platform capacity of 160kg. Overall weight is 1,150kg.

Manitou unveiled the North American version of the six metre/2,500kg MT625 compact

telehandler, dubbed the MTA519. The key differences are new US style joystick controller and a skid steer fork carriage, that allows it to work with a wide range of skid steer attachments. The company also plans to launch new boom lifts and says it is making good progress with its hydrogen power test programme, with 2026 likely for the full-blown launch.

Other items of note include:

The North American launch of the **EuropeLift** trailer lift range from Hungary, which was picked up by the Lawrenceville, Georgia based distributor National Equipment Wholesale in September. Both companies have been surprised at how well sales have gone in the first five months.

The arrival of Dutch telescopic crawler mounted boom lift manufacturer **Hyrax** which made its US debut and attracted a good deal of attention. The company has already had considerable success in Canada with Alberta based contractor and rental company Westco Construction, which helped man the ARA stand.

As already mentioned, Turkish aerial lift manufacturer **ELS** and telehandler company **MTS** made their North American debuts under the **AXCS** brand alongside sister company Customer Equipment/Hy-Brid.

Sales and rental company **LizzyLift** stand had a full range of **PB** mega scissors, including the 100ft/32 metre working height S320-14ES demonstration showing how these big, heavy duty scissor lifts are beginning to make an impact in the US.

Reachmaster with Ruthmann, Bluelift and AlmaCrawler. The company - part of the Versalift group - has seen a substantial rise in demand for its Ruthmann truck mounted lifts from several market sectors.



Goman self levelling scissor lift



Sinoboom 1932ME



Zoomlion ZS2242C



ELS booms, scissor lifts and MTS telehandlers branded as AXCS



LGMG M2030SE



Manitou compact telehandler



Reachmaster stand

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MADE IN ITALY

Other exhibitors included:

Niftylift continues to expand in the US, as interest grows in its hybrid machines.

CMC made its first appearance since completing the acquisition of its US distributor All Access.

Magni has been extending its distribution coverage in the country and is now introducing its fixed frame models.

Crane companies **Shuttlelift/Grove** and **Broderson** showing carry deck cranes which found a greater interest among visitors than in previous years.

Other access companies included **Bravi**, **Imer Access**, **Leguan**, **Jekko**, **Noblelift**, **XCMG** - with a single scissor lift - and **Sany** with its 17 metre US style telehandler, as well as all the ancillary suppliers such as software supplier **Point of Rental**, **Trackunit**, **Trojan Battery**, **TVH** as well as material lift producers such as **Sumner** and **Liftsmart**.

IN SUMMARY

This was an excellent show in relation to visitor traffic, with most exhibitor stands busy all day. However, several companies stated that compared to last year orders were slow in coming. The show also lacked the 'buzz' of last year's event. A couple of exhibitors added that with the big national rental companies making almost daily acquisitions, the number of small independent buyers - the mainstay of the ARA Show in recent years - was shrinking. A couple of companies were even bold enough to say that in light of this and that next year's show is scheduled earlier in the month in Las Vegas on the tail of the World of Concrete, they would be skipping it. Hopefully this is not the beginning of a period of decline for what is always a great and highly important event in the aerial lift industry. ■



LizzyLift stand with PB scissors



Haulotte stand



Hyrax stand



Skyjack president Charlie Patterson with the SJ3213 micro



EuropeLift with CEO and owner Adrian Fekete



Magni stand



Niftylift stand



Equipter Tow-A-Lift



Jekko stand

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