April/May 2025 Vol.27 issue 2 www.vertikal.net

### CRAWLER CRANES CRANES TRUCK MOUNTED IFIS

# HEAVY TRANSPORT BAUMA REVIEW SOURCE GUIDE



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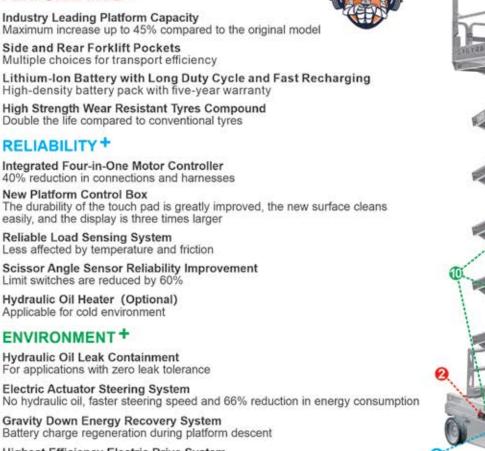


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Hidromek's first telehandler, Tadano reintroduces big platform boom lift, Two new Unic spider cranes, New 70m Multitel truck mount, Palazzani's new spider lifts, Manitowoc accuses Kobelco of dumping, JLG's new micro scissor, Biggest Potain Igo, Sarens upgrades Ring Crane, Scheuerle's electric SPMT, Raxtar's Brave new transport platform, Skyjack hybrids, Maxim takes first Tadano CC 78.1250-1, MEC's biggest boom, Sinoboom acquires Holland Lift, Stafford's new luffer, financials round-up and News Highlights.

#### CRAWLER CRANES 17

After a quiet first half of the year, telescopic and lattice boomed crawler cranes of all sizes are enjoying renewed interest. We review recent new product launches, market trends and assess the main players in the market.

#### SMALL TRUCK AND VAN MOUNTED LIFTS 25

With most buyers yet to be convinced to add all-electric truck and van mount lifts to their fleets, diesel power remains the dominant power source although hybrid models are gaining some following. We round-up the latest new product launches as well as the consolidation among manufacturing companies.

#### TRANSPORT AND TRAILERS 33

We take a closer look at Goldhofer, a company that can trace its history back more than 300 years and remains a leading heavy transport and haulage trailer manufacturer. We also highlight a few new products and interesting applications.

#### BAUMA 2025 REVIEW 39

This year's Bauma confirmed the shift in the world order when it comes to aerial lifts, cranes and to a lesser extent telehandlers. And although attendance was slightly lower than the record breaking 2022 show, a staggering 600,000 visitors from almost 200 countries attended the seven day event. Here are our highlights.

#### SOURCE GUIDE 2025 49

This year's C&A Source Guide lists all the crane, access and telehandler manufacturers that are active in the international market, detailing the specific model types they offer. Unusually there are a fair few new entrants this year.

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#### **ON THE COVER**

Heavy lift and haulage specialist Mammoet used 3D modelling and a 750 tonne crawler crane to install components in tight spaces during the construction of the first large scale Carbon Capture and Utilisation (CCU) plant for Heidelberg Materials' new cement plant in Lengfurt, Germany.

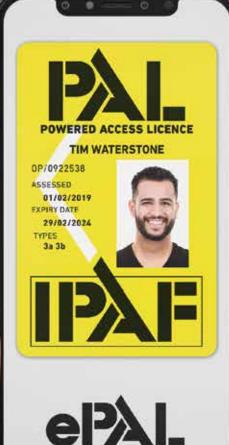


**IN THE NEXT ISSUE** Scheduled for publication in late June, the next issue of Cranes & Access will include features on Low level access equipment, Telehandlers, All Terrain cranes along with new Technology and software. If you have any contributions or suggestions to make or are interested in advertising in this issue, please contact our editorial or sales teams.



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For some reason Chinese equipment

manufacturers seem to think that telehandlers are the next big thing. It was not so long ago that they were only really popular in a few countries such as the UK, France and to a lesser extent North America with its high boomed versions.

The reason for their existence is simple, unloading and moving palletised loads on job sites and farms, although today an array of attachments make them far more useful than that. However, most European building sites have managed pretty well with small self-erecting tower cranes.

But times they are a changing... global sales of construction telehandlers - which apparently now outnumber their agricultural cousins almost four to one - are growing as they are more widely adopted in a growing number of countries. Annual volumes are forecast to reach 90,000 units, having been stuck at the 40 to 50,000 level for many years. These are serious numbers and enough to tempt new players into the market.

However, it seems that building a good, competitively priced telehandler is more difficult to master than one might expect. One European manufacturer told me that it was not overly worried about a 'Chinese invasion' because telehandlers and their attachments are more difficult to master than most realise.

The European telehandler market has for many years been a two horse race between JCB and Manitou with others some distance behind. In the US, acquisitions made JLG the dominant player with the market's high boom concept working as a sort of non-tariff barrier.

If you cast your eye over the world's top equipment manufacturers - Caterpillar, Case, New Holland, Deere, Volvo and Komatsu etc.. most have at one time or other tried to enter the telehandler market and failed. The three Chinese

# COMMENT

#### WHY TELEHANDLERS?

manufacturers that are now part of this club -XCMG, Sany and Zoomlion - feel it's their turn to have a go at cracking the telehandler market, along with a few smaller manufacturers.

Have they discovered something the others missed? Or will their efforts go the same way? At the moment there is really no discernible domestic market in China, is this about to change in spite of a weak construction equipment market? There is growing telehandler interest in markets such as Turkey and parts of Asia which may keep smaller local manufacturers happy, but not the global players.

So where is all this going?

Price is of course a factor. If the new players are able to undercut the market price - which is doubtful as they all use similar components - they will be accused of dumping. If they cost the same or more, customers will stay with the products they know, and for which there is a solid secondary market.

What history tells us is that building a top performing telehandler to the current market price levels has baffled many leading manufacturers for years. Liebherr knew this and chose a multi decade strategy with no specific market share targets, something public companies struggle with. The top European producers are market leaders for good reason.

I suspect that when Bauma 2028 comes around the picture will have changed again in terms of the number of telehandler manufacturers... I have a feeling I know which way it will go.

#### Mark Darwin

Comment and feedback is most welcome via post, email or phone stating if we may publish them or not: editor@vertikal.net

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