

All change!

“We have about 50 per cent of the

UK and Irish market and intend to keep it”, says Steve Filipov from his new office in Delmenhorst, Germany. He is enjoying the challenge of running a leading loader crane manufacturer and sees a strong future for the product. But, the company that Terex has just bought was in poor shape and has undergone some tough re-structuring.

Atlas is based in northern Germany and makes loader cranes and wheeled excavators. Terex’s chairman Ron DeFeo estimates that it has 12 per cent of the world market for articulated cranes, which he puts at 30,000 units per year.

Total turnover at Atlas is estimated to have been £130 million (US\$180 million) last year.

However, Terex found that personnel costs at Atlas were 41 per cent. One of Filipov’s first tasks has been to agree 705 redundancies with unions worldwide. Some 585 of these

were in Germany. This has brought personnel costs down to 27 per cent, still relatively high by Terex standards.

In the UK Terex now has about 200 employees, sells about 2000 cranes a year and has a turnover of about £30 million. About 120 people have been let go in the UK and Atlas’s Scottish dealer, Scot Atlas, has been placed into receivership. Atlas Terex will in future handle its previous clients direct.

Another change is that the Hamilton factory in Scotland will now focus on assembling cranes rather than building them. Filipov sees this as the most effective way of delivering cost savings to cus-



Steve Filipov

Hans-Joachim Hoewner and Hartmut Goldblum of Hagebau with an Atlas loadercrane



The loader crane market is dominated by Atlas, which has just been bought by Terex.

Tim Whiteman asked Steve Filipov of Terex what differences this would bring.

tomers. About 70 per cent of cranes sold in the UK will be assembled in Hamilton, the rest will be imported directly from Germany. Terex Atlas, which is now run by managing director Bob Hall, will continue to run its three English facilities at which cranes are mounted on lorries for customers.

And what of the future? Filipov and his chairman DeFeo place great importance on Atlas and the quality associated with this well known German company. Germany is Europe’s largest construction market with a total turnover of nearly £2 billion. This is the reason that Terex has bought Atlas and, at the same time, German wheeled loader manufacturer Schaeff.

Filipov predicts that crane prices will not rise in the UK and that customers will see improved delivery times and a growing range. At the smaller end of the market Atlas is co-operating with Amco Veba for cranes under 40 mt. Further

afield, visitors to Conexpo can also expect to see the first Terex loader cranes being offered to US customers.

And the new name of the cranes? Atlas Terex is the likely outcome says Filipov who lays great value on the existing qualities of the Atlas name. ■