



Bobcat®

Bobcat Telescopic Handlers
Pontchateau, France



Bobcat Telescopic Handlers

Bobcat France, Pontchateau – the global center of excellence for Bobcat Telescopic Handlers

- ❑ **Manufacturing** for global markets
- ❑ **Engineering & R&D** for full product range
- ❑ **Product Testing** for all markets
- ❑ **Marketing** for global sales



Markets served by Bobcat France

Europe, Middle East, Africa

North & South America

Asia & Pacific

Oceania



Bobcat Telescopic Handlers

A long history of manufacturing in Pontchateau

Pontchateau, France

- ❑ **1926:** Company was created by Joseph Sambron to produce agricultural materials and Cider presses
- ❑ **1953:** Product range was refocused on Dumpers
- ❑ **1979:** First French telescopic handler was launched – “Drop 2000”
- ❑ **1986:** French group FAYAT took ownership of Sambron
- ❑ **2000:** Sambron telehandlers becomes part of Bobcat – Bobcat France established
- ❑ **2007:** Doosan acquired Bobcat
- ❑ **2010:** Beginning of a new generation of telehandlers from Bobcat
- ❑ **2011:** Launch of TL470
- ❑ **2012:** Launch of TL470HF
- ❑ **2013:** Launch of Stage 3B models (for Europe)
- ❑ **2013/2014:** Launch of T40140 & T40180



Bobcat Telescopic Handlers

A wide product range with maximum commonality and performance



Models: 1
Max. Capacity: 2.2T
Max Lift Height: 5m

T2250



Models: 3
Max. Capacity: 3.5T
Max Lift Height: 7.0m

**TL360
TL470
TL470HF**



Models: 5
Max. Capacity: 3.5T
Max Lift Height: 12m

**T35100
T35100L
T35100SL

T35120L
T35120SL**



Models: 2
Max. Capacity: 4.1T
Max Lift Height: 18m

**T40140
T40180**



Models: 4 ROTO
Max. Capacity: 5T
Max Lift Height: 25m

**TR40250
TR50210
TR45190
TR35180**



Product range as of January 2014



Bobcat Telescopic Handlers

Continuous range renewal through product development and innovation



TL470HF

- Patented cab design with unobstructed view across the right rear side
- Winner of Innovation Award at AGROMashEXPO 2012



T40180

- Latest launch from Bobcat in 2013
- Offering patented side-shift system on stabilizers





Bobcat®

Bobcat Telescopic Handlers
PRODUCT RANGE

AGRI



Bobcat Telescopic Handlers

Continuous range renewal through product development and innovation

COMPACT

MEDIUM LIFT



T2250

Height: 5.2m

Capacity: 2.2T

Engine: Kubota

Stage: IIIA

Pump: Gear, 85l

Power: 75HP



Compact 6m

Height: 6 – 7m

Capacity: 3.0 – 3.5T

Engine: Deutz

Stage: IIIB

Pump: Gear (LS), 100l

Power: 100HP



TL360

Height: 6 – 7m

Capacity: 3.0 – 3.5T

Engine: Deutz

Stage: IIIB

Pump: Gear (LS), 100l

Power: 100HP



TL470

Height: 6 – 7m

Capacity: 3.0 – 3.5T

Engine: Deutz

Stage: IIIB

Pump: Gear (LS), 100l

Power: 100HP



TL470HF

Height: 7m

Capacity: 3.5T

Engine: Deutz

Stage: IIIB

Gear: LS, 190l

Power: 120HP



Bobcat Telescopic Handlers

Branding and marketing strategy for agriculture segment – a combination of activities

PRODUCT BRANDING



Preliminary branding proposal on TL358



COMMERCIAL MAT'S

AG Range Brochure



AG Range Spec Sheets



COMMUNICATIONS

Promotions (ads, product tests)



AG Fairs



Bobcat Telescopic Handlers

Extend the applications for telehandlers in agriculture – T2250



SPECS: Lift Height: 5.2m – Capacity: 2.2T – Engine: 75HP Stage 3A – Hydraulics: 85 l/min



Bobcat Telescopic Handlers

Extend the applications for telehandlers in agriculture – TL358



SPECS: Lift Height: 5.8m – Capacity: 2.7T – Engine: 100HP Stage 3B – Hydraulics: 100 l/min



Bobcat Telescopic Handlers

Extend the applications for telehandlers in agriculture – TL360



TL360
Lift Height: 6.0m
Capacity: 3.0T
Engine: 100HP
Hyd: 100 l/min



Bobcat Telescopic Handlers

Extend the applications for telehandlers in agriculture – TL470



TL470
Lift Height: 7.0m
Capacity: 3.5T
Engine: 100HP
Hyd: 100 l/min



Bobcat Telescopic Handlers

Extend the applications for telehandlers in agriculture – TL470HF



TL470
Lift Height: 7.0m
Capacity: 3.5T
Engine: 122HP
Hyd.: LS 190 l/min





THANKS !