

Bobcat Telescopic Handlers Pontchateau, France



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







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

A wide product range with maximum commonality and performance



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

> T40140 T40180

Max Lift Height: 18m



Models: 4 ROTO

Max. Capacity: 5T Max Lift Height: 25m

> TR40250 **TR50210 TR45190 TR35180**





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







Continuous range renewal through product development and innovation

COMPACT

MEDIUM LIFT



T2250

Height: 5.2m

Capacity: 2.2T

Engine: Kubota

Stage: IIIA

Pump: Gear, 851

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





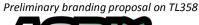


Branding and marketing strategy for agriculture segment – a combination of activities











Extend the applications for telehandlers in agriculture – T2250



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



Extend the applications for telehandlers in agriculture – TL358



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



Extend the applications for telehandlers in agriculture – TL360







Extend the applications for telehandlers in agriculture – TL470







Extend the applications for telehandlers in agriculture – TL470HF









THANKS!