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# Welcome to our summer edition of *FOCUS* magazine

**FOCUS** magazine, first published in 2003, was inspired by a team of Kawasaki dealer personnel, satisfied customers and an eager Kawasaki marketing team who wanted to bring compelling stories, tips and industry news to wheel loader users throughout North America. Seventeen years later, our goals remain the same, our focus renewed with the global vision of Hitachi.

Clearing snow for a car dealership requires agile equipment with good visibility, traction and ease of operation. That's why the Dan O'Brien Auto Group of New Hampshire and Massachusetts chose the Hitachi ZW50 wheel loader from Chappell Tractor to get the job done. The story about the challenges of snow removal with high end merchandise on the lot is on **page 3**.

Big Creek Sand & Gravel, based in Borger, Texas, purchased two new Hitachi ZW330-6 wheel loaders for their sand and gravel operation. Read about how Charles Harvey, mine manager at Big Creek, made the choice to buy the new Hitachi equipment and how well it has performed under extreme conditions on **page 5**.

Hitachi is pleased to announce the launch of the powerful, efficient ZW330-6 wheel loader featuring DPF-free Tier 4 Final technology. See more about the ZW330-6 applications and features on **page 8**.

In spite of the challenges of COVID-19, CONEXPO-CON/AGG 2020 was a huge success and the HCMA exhibit generated thousands of visitors throughout the course of the event. The numbers and stats can be found on **page 11**.

Finally, we hope you and your family stay safe throughout the COVID-19 pandemic.

We hope you enjoy this edition of FOCUS as we strive to deliver the relevant news and information you have come to expect.





# CLEARING THE WAY

Dan O'Brien Auto Group relies on Hitachi ZW50s for extreme snow removal

**H**aving the right equipment for the job can make all the difference. This became evident for Dan O'Brien Auto Group of New Hampshire and Massachusetts, which had been using tractors for snow removal at its multiple dealership locations — but the auto dealer found the tractors were coming up short.

"With the tractors, you have such limited visibility," says Wayne Chalker, facilities manager for Dan O'Brien. "They also lack traction when pushing large amounts of snow." At the auto dealerships — which include Kia, Dodge, Subaru, Nissan and Infinity dealers — there are tight quarters and some very expensive merchandise on the lots.

"We've had a lot of issues with the performance of the tractors," Chalker

explains. "They're long and bulky, and you can get yourself in a situation where you end up hitting a car. That simply can't happen when you've got product on the lots worth many thousands of dollars."

The dealership chain looked to the new Hitachi ZW50 wheel loader to handle snow removal. After initially planning to purchase more tractors, Chalker instead made the switch to wheel loaders. He ordered six ZW50s from Milford, New

Hampshire-based Chappell Tractor — which sells everything from chainsaws to large excavators — that would be stationed and used at the Dan O'Brien auto dealerships.

The Hitachi ZW50 is designed for reliability, durability and versatility as well as fuel efficiency in a compact, capable package. With a job like plowing snow, the ZW50 proved to be a much better solution for Dan O'Brien Auto Group than using a tractor. "With a tractor, you start pushing into a load and put some weight down in the plow, and it lifts the front end up. Then you have no way of steering it," points out Corey Chappell, president of Chappell Tractor.



Dan O'Brien, left, owner of Dan O'Brien Auto Group, and Wayne Chalker, facilities manager

“ I don't think there's anything out there that can beat this loader for agility. I've been in the construction industry all my life, and there's nothing better for moving snow than this loader. ”

– Wayne Chalker, facilities manager for Dan O'Brien Auto Group

Chalker echoes that the Hitachi ZW50 wheel loaders offer a number of advantages versus a tractor. The loaders have much better visibility thanks to a pillarless window design and the operator's high vantage point, they can handle very tight quarters, and their steering allows for more accurate placement of the bucket, he says.

"On a regular vehicle — say a pickup — the front axle wheels turn to steer," Chappell says. "With the ZW50, there are no wheels that turn; it pivots in the middle. So, with this machine, it has solid axles on the front and back and it articulates in the middle. That's how it steers, and you can put the bucket right where you want it — because you're able to twist in the middle, it forces the plow to go where you wanted it to. It works in some of those tight spaces and corners, getting around things. That's why you can plow better with this loader."

Chalker says the ZW50 loaders can navigate smaller spaces than the tractors they were using. "I don't think there's anything out there that can beat this loader for agility. I've been in the construction industry all my life, and there's nothing better for moving snow than this loader," he says. "We didn't

get much snow this winter, but the snow we did get was very heavy and wet," Chalker notes, "and it was no problem for the Hitachis."

Snow at the auto dealerships isn't just pushed into a pile. It may need to be lifted and removed, so the machines plowing it need to be able to handle that maneuver. The ZW50 wheel loaders can stack snow higher than a tractor, particularly because the loaders have a wrap-around counterweight that lowers their center of gravity, increases stability and allows a heavy bucket to be lifted higher.

Meanwhile, visibility from plowing machines is doubly important at the Dan O'Brien dealerships, because when it snows, plowing begins in the early hours before dawn. "The lots are getting plowed starting at 4:30 a.m., and we like to be done by 8 a.m.," Chalker explains. The ZW50 also helps keep operators out of the climate with its in-cab heat and air conditioning.

Dating back to 1955, Chappell Tractor has emphasized treating customers like family by prioritizing customer service and satisfaction. That was part of Dan O'Brien Auto Group's decision to purchase from Chappell Tractor.

"Service has always been a priority for us," Chappell says. "We put a lot of energy into staffing and training our service departments. We also have on-the-road service, so we can go right to the customer and work onsite. And all of our techs do a lot of training with the manufacturers, so they keep up to speed on all the latest information."

Another part of the decision to purchase the five ZW50s was the price and attractive financing. "The price point versus competitors' was great, and they also offered great interest rates," Chalker says. The auto dealer financed the ZW50 wheel loaders through Hitachi.

The wheel loaders offer ease of operation, which is important because Dan O'Brien doesn't have dedicated operators and multiple people may use them. "They're very simple to operate," Chalker says. He operates the wheel loaders at two dealership locations and the owner, Dan O'Brien, operates at another; plus, several other individuals run the machines at the other locations. "We appreciate the simplicity of operation and driver comfort because we are dealing with a lot of merchandise," Chalker says. ■