

# FOCUS

■ FOURTH QUARTER 2019



## Breakout Force Sells

B2 Contracting carves out niche  
in competitive Atlanta market

- Meet Gary Wade, Hitachi's 2018 Salesman of the Year
- Robust upgrades to ZW250-6 fleet
- Universal Waste Systems delivers environmental solutions
- Power up with ZW180-6 construction duty workhorse
- Dig in with new ZW140-6, ZW150-6 and ZW150-PL-6
- Get ready for CONEXPO 2020!

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# Welcome to our fourth quarter edition of *FOCUS*

**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. Fifteen years later, our goals remain the same, our focus renewed with the global vision of Hitachi.**

All Island Equipment's Gary Wade was named the 2018 Hitachi Salesperson of the Year. The story about Wade's professionalism and passion for selling equipment begins on **page 3**.

Dominating in a highly competitive location like Atlanta's perimeter market requires the right attitude and the right equipment. Brandon Harp, owner of B2 Contracting, says breakout force and low operating cost makes the Hitachi ZW180-6 wheel loader the perfectly sized machine for his operation. Read about Harp's business success on **page 4**.

We are pleased to introduce a multitasking addition to Hitachi's Dash-6 fleet with an upgraded, beefier version of the ZW250-6 wheel loader. Read about the robust new features on **page 6**.

Southern California's Universal Waste Systems is one of the largest family-owned and operated waste management businesses in the area. The Blackburn family continues to expand the business with a focus on customer service and hands-on management. They rely on the durability of the Hitachi ZW250 to tackle demanding operations with minimal downtime. Read about Universal Waste Systems' strong growth on **page 8**.

Hitachi delivers a new construction-duty workhorse with the ZW180-6 loader. See more about the new product on **page 10**, and on **page 12**, read about the new ZW140-6 and ZW150-6 wheel loaders.

Finally, mark your calendar and get ready for CONEXPO 2020! Information about how to register is found on **page 15**.

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

# GARY WADE

## named Hitachi's 2018 Salesman of the Year

**Gary Wade's** passion for selling equipment has defined his life from a young age. Gary and his brother Daryl have owned and operated All Island Equipment in West Babylon, New York, since 1989. Gary joined the family business straight out of school, using a pager and a Motorola bag phone to pursue leads sent by the All Island office.

With a fierce determination, Gary focused on building a reputation for offering contractors both superior equipment and a deep commitment to customer satisfaction. Earlier this year, at the Rockin' & Reelin' event in New Smyrna Beach, Florida, Gary was named the 2018 Hitachi Salesperson of the Year.

Sam Shelton, marketing manager for Hitachi, says their selection process takes into account a wide range of criteria. "We don't necessarily select the top-volume salesman; rather we select someone who exhibits professionalism, skill and attitude. Gary always represents himself, his distributorship and his manufacturers in the most ethical manner. He is respected as a leader in the industry, the community and within his organization. Gary is a great representative of Hitachi wheel loaders, and we are proud to present him with this award."

Gary believes his accomplishments are based on a combination of experience and initiative. "My success is based on my inner feeling that I can always do a better job selling our products," he says. "I have the drive to get up in the morning and say 'Where should I be today to maximize my efforts?'"

As he continues to serve the construction industry in Nassau, Suffolk, and the five boroughs, Gary is always looking for new opportunities to introduce his quality products and services to the surrounding community. As a veteran salesman, Gary says telling the story of the evolution of Kawasaki to Hitachi now opens new doors. "We have the chance to gain a new customer base we didn't have with Kawasaki, or KCM," he says. Gary's customers trust him to sell the quality equipment they demand, and then back up the sale with exceptional service and product support.

Gary says he loves the industry, and his advice to newcomers is to embrace the potential to make a profit and the potential to realize a sense of satisfaction and achievement. He enjoys seeing his machines working to make his community a better, safer place. "When I see a piece of my equipment — like a Hitachi wheel loader — running down the roads of Long Island, it is a great feeling of accomplishment," he says. "We recently had a storm, and we were able to help several local towns get the roads cleared with our equipment. That is what keeps us sales-minded people going back for more and more each and every day." ■



From left, Dustin Hoogeveen, HCMA regional business manager-east; Gary Wade, All Island Equipment; Al Quinn, HCMA managing director.

## Customers talk about Gary Wade

“ You can talk to Gary direct as the owner of the business. To me it's great, because if we have a problem, we call him and he is right here. We are a small company. It's not like we buy a lot of equipment, but we call him and he is right there. He is really good. The service has been fabulous. ”

**Norman K. Kurrass, Kurrass Materials**

“ We are in the recycling business and are not necessarily experts in the area of heavy equipment, so we rely heavily on Gary and All Island Equipment to make the right recommendations for our needs, and they have never let us down. Gary completely understands the machines that he sells, where they shine, and, most importantly, what their limits are. ”

**Rocco Cristina, Boro-Wide Recycling**

“ He worked with us to spec out the right machines for our needs and he was there for training when the machines were delivered. If we are not dealing with Gary, then we are dealing with his brother, Daryl, the service manager at All Island Equipment. ”

**Vito Secchiano and Angelo Maiorano, Metro Green Recycling**



B2 Contracting owner Brandon Harp (left) has a strong dealer relationship with Cowin Equipment's Adam Mikell.

# Breakout Force Sells

## B2 Contracting carves out niche in competitive Atlanta market

***Brandon Harp, like many second-generation construction contractors, considers himself born into the business. Harp started out working for his father, and after his father retired, he worked for a cousin as a project manager.***

In 2013, while the economy was in recovery from the 2009 downturn, Harp decided it was time to start his own firm. He launched B2 Contracting Inc., which specializes in comprehensive sitework, demolition and underground utilities.

"I started out basically alone," Harp says. "After my first commercial job, I hired three people." Harp hasn't looked back; his company now has 33 employees and is still growing.

### **Upward trends**

The Atlanta market has been good to B2 Contracting and to

Harp. In the company's first year in business, he generated \$600,000. From there, the trajectory was straight up. Last year, he says he brought in 10 times that amount and is on track to generate between \$7 million and \$8 million for 2019.

"We've been pleased with our substantial growth," he says. "The economy has also grown, and the company is trending upward with the economy."

B2 Contracting operates within a profitable niche by working with large general contractors primarily on jobs inside Atlanta's perimeter urban market. Though it's a higher-profile setting, the jobs deliver higher contract values, and the company can complete the jobs with smaller numbers of equipment pieces.

In addition, the company works on projects ranging from downtown high rises to hotels at Hartsfield-Jackson Atlanta International Airport.

## Productivity gains

With the type of projects and client relationships B2 Contracting manages on a day-to-day basis, a commitment to efficiency, quality and customer service is interwoven into daily operations. As a result, attention to detail in every respect is important. That's why, when it comes to equipment, Harp says he's more concerned about quality and the customer service before and after the sale rather than dollar signs.

It makes the dealer connection crucial for him, and it's why he's developed such a close relationship with his dealer rep, Adam Mikell of Cowin Equipment.

"I'm more of a service-oriented owner versus a price-oriented owner," Harp says. "I don't really shop price. I'm also not the easiest person to please, and we've got a good working relationship. We understand each other." Focusing on providing B2 with equipment that prevents costly downtime has been their guiding principle. Mikell says he speaks to Harp every day, checking on how things are going, and making sure expectations are met. When Harp wanted to rent a wheel loader over the winter, Mikell knew just what to recommend, pointing Harp toward the Hitachi ZW180-6 wheel loader.

"It was the right machine for him," Mikell says. "He needs breakout force combined with a low operating cost. The ZW180 averages about 3.8 gallons per hour, so it was the perfect size machine for him. It has the breakout force he needs to lift trench boxes and provides materials support for the pipe crews and loading trucks."

Five years of working together has given Harp plenty of opportunity to build trust in Mikell, so Harp took his recommendation and rented the machine. Five months later, he was ready to give it back — but only because he wanted to buy one of his own. One of the biggest selling points was that in all the time they'd had the machine, they hadn't experienced even one day of downtime.

After a positive experience, Harp says he decided to purchase one. "My guys loved it — they were really bragging on it."

Harp said he expected to find both fuel efficiency and productivity from the ZW180-6, but was shocked at the breakout force the machine provides for its size. "That's what surprised me about the 180," he says. "I didn't

*“ I didn't know that about this machine until I started looking at the specs, but it has substantially more [breakout force] — than other manufacturers. It's a strong machine, and it pulls a load. ”*



The Hitachi ZW180-6 offers breakout force with a low operating cost.

know that about this machine until I started looking at the specs, but it has substantially more [breakout force] — than other manufacturers. It's a strong machine, and it pulls a load."

Power and reliability weren't the only things that sold Harp on the ZW180-6. Additional features like telematics are critical in his business, making it possible for him to monitor fuel consumption and locate the equipment with ease. As a small contractor without a dedicated equipment manager, having a GPS tracker makes his day easier when times are hectic.

For Mikell, the match between contractor and machine couldn't have been better. "The ZW180-6 provided Harp with consistent, excellent performance with minimal downtime," he says.

## Honoring commitments

For a contractor like Harp who has been in the business all his life, consistent on-demand performance is key to protecting his reputation as a dependable and trusted partner, and having solid partners such as Adam Mikell and Cowin Equipment helps him adhere to his core values. The principles have served him well and helped him earn repeat business.

Though at present he's able to cherry-pick his clients, Harp is interested in working on municipal projects and developing a new market for B2 Contracting. Even with an eye toward diversification, his focus will remain on keeping the customer satisfied — much like Hitachi.

"I founded my company on integrity, and we are big on follow through," he said. "If I make a commitment, I'm going to honor it, and not give you any excuses." ■

Watch the video to learn more about the Hitachi ZW180.



# ZW250-6

A MULTITASKING ADDITION TO  
HITACHI'S DASH-6 FLEET



**T**aking center stage in Hitachi's new lineup of top-tier wheel loaders, the ZW250-6 is the latest model featuring Hitachi Dash-6 upgrades and technology. With the ZW250-6, Hitachi Construction Machinery Loaders America introduces a beefier and more robust version of the ZW220-6 that was so well-received by equipment buyers earlier this year. Bringing many of the same unique features into Hitachi's lineup of larger production loaders, the ZW250-6 is engineered and equipped to take on the full range of duties expected by owners and operators.

As agile as it is powerful, the multitasking ZW250-6 is built to take on one job after another and to keep producing all day in the most challenging work environments. It ships at just over 46,000 pounds and is amply powered by a highly efficient 250 horsepower Cummins Tier 4F engine with 37,090 pounds breakout force. The standard GP bucket heaps to a hefty 4.8 yards and can hoist 35,000 pounds to dumping heights better than 113 feet 11 inches.

### **Technology for versatility**

Sized and equipped to become the everyday "go to" machine for many Hitachi customers, the ZW250-6 is loaded with the operator features they need to cover the full spectrum of duties required by asphalt plants and quarries, recycling yards, transfer stations and bulk handling facilities as well as traditional construction applications.

Hitachi's history in technology shines throughout the Dash-6 Series, and the ZW250-6 takes full advantage with its extensive suite of smart features such as ride control, telematics, auto power-up and an operator-friendly LCD color monitor. The ZW250-6 also serves up the down-to-earth production features tailored to help owners and operators get the best from their machine.

The compact, well-organized console brings a full complement of intuitive controls close to hand for responsive speed, steering and loading.

Operators who have tested out the Dash-6 build agree that the new Power Mode switch is a standout feature in

almost any application. At the touch of a button, Power Mode responds instantly with a 10% burst in engine rpm. Available in any of the auto and manual ranges, this rpm surge generates extra acceleration, rim-pull and breakout force without limiting the loader's top speed. This boost means deeper digs into heavy piles, more traction to climb grades under full load and a quicker run up to full speed on flat runs. The added power also translates into faster loading cycles, with enhanced hydraulic flow for quicker bucket lifts.

A shift hold switch overrides automatic settings to hold the transmission in its current gear until the operator presses it again or changes direction, giving it the extra traction or torque required at that time.

### **E Stick: Hitachi steers you right**

One of Hitachi's most popular exclusive innovations, the "E Stick" hydraulic steering system, is now available on the ZW250-6. First offered on the ZW220-6, the optional E Stick is an electric control over a hydraulically controlled joystick. The E Stick provides operators with a fingertip lever mounted just in front of the armrest. It takes over from the steering wheel and allows fine control of the machine's movements with minimal effort. Among trial users, the E Stick has improved production by as much as 20%, saving time and effort any time the loader is required to cycle rapidly through a tight loading environment.

Hitachi's parallel/tandem hydraulic circuit makes load lifting and dumping

even more efficient. The parallel tilt and lift movement smooths out digging operations while the tandem function prioritizes the bucket while dumping, and an automatic return-to-dig function resets the bucket for the next load. A novel approach speed control automatically detects when the operator is loading and limits the machine speed to 6 mph so that inching is not required to load the truck.

Along with the 4.8-yard bucket, Hitachi offers the ZW250-6 a 5.2-yard light material handling bucket, a quick-coupling GP bucket, 72-inch utility fork and a choice of ISO or 418-type quick coupler to carry all kinds of specialized attachments.

### **Comfort and safety**

When you do a lot of things well, you get little time to rest. That's why operators will appreciate the fully updated comfort and convenience package that comes standard in the Dash-6 cab. The cab of the ZW250-6 maintains a pressurized workspace with a virtually airtight seal to keep out dust and dirt. Fully automatic air conditioning, suspension seat, excellent ventilation through multiple ports and a new sound system with roof-mounted speakers all create a fatigue-fighting environment for those long hours on the job. The tilt/telescoping steering pedestal is linked to a pop-up pedal that quickly returns the steering pedestal to the operator's preferred start position.

The ZW250-6 carries forward Hitachi's claim to the best visibility in the business, an essential trait for machines that are expected to be in constant motion on busy jobsites. A seamless front window, rounded engine cowling and redesigned rollover protection structure frames allows clean 360-degree lines-of-sight. Its exhaust and intake stacks are located to the far rear end of the engine cover, minimizing their profile in the operator's view. The rear pillars of the ROPS frame struts are mounted forward and



*“ With its strengthened frame structure, high ground clearance and a resilient cooling package, the ZW250-6 is up to working long shifts for the long haul. ”*

away from the rounded corners of the cab. A rear-mounted safety camera is standard equipment, along with an optional proximity detection system providing audible and visual alerts for stationary and moving objects up to 20 feet from the loader.

### **A solid producer all day, every day**

With its strengthened frame structure, high ground clearance and a resilient cooling package, the ZW250-6 is up to working long shifts for the long haul. The loading arm on the ZW250-6 features a heavy cross-tube design to resist torsional stresses. A belly guard is also an available option to prevent damage to the powertrain and driveshaft in the most rugged terrain.

Standard equipment includes a reversible, on-demand hydraulic cooling fan, which can be activated automatically or manually. Aluminum wide-fin cooling cores ensure high cooling efficiency as well as extending the service life free of corrosion.

To maximize uptime, Hitachi has engineered its Dash-6 machines for above industry standards for service intervals between oil changes. The use of HN oil-impregnated bushings, another Hitachi exclusive, further simplifies service planning by building up to 500 hours of service time for the bushing, ensuring protection even if lubrication is delayed or missed. A new rear grille prevents raw material from entering the radiator compartment and protects it from debris. An exhaust-aspirated air cleaner and integrated pre-cleaner removes large particulate matter from the air inlet, eliminating the need for turbine-type pre-cleaner. Gull-wing access doors and the swing-out design of the cooling fan also help technicians to complete servicing quickly and put the ZW250-6 back to work.

Coming from Hitachi, you expect machine intelligence to be built into these Dash-6 models, and it is. Telematics with Hitachi's Global e-Service allows ZW250-6 owners to monitor their loaders remotely for machine performance, daily

operational reports and remote diagnosis, as well as to schedule maintenance dates. Hitachi's ConSite "predict and prevent" program sets a new standard in telematics, as codes with in-depth diagnostics and resolution guides are automatically forwarded.

### **Goodbye DPF; hello SCR**

The minimization of Dash-6 emissions moves Hitachi loaders ahead of the pack with DPF-free Tier 4 Final power.

By eliminating the diesel particulate filter and the required regen cycles from the ZW250-6, Hitachi now takes the industry lead in Tier 4 Final solutions for wheel loaders. Hitachi Dash-6 machines introduce a clean SCR system using just a simple DEF system. This advance lets the machine run efficiently without high engine temperatures while eliminating concerns about idle times. Fleet managers can look forward to less downtime for engine maintenance and extended engine life to overhaul. The SCR opens up space in the engine compartment, too, making life a little easier for service techs.

The loader's variable displacement hydraulic pump and an auto shutdown feature provide further savings on emissions and fuel economy during load-and-carry operations. ■

# HANDS-ON INNOVATION

Southern California's Blackburn family delivers cutting-edge environmental solutions

**T**here's no doubt Universal Waste Systems is a large operation. With eight locations in Southern California and New Mexico that deliver service to more than 200,000 residential, commercial, industrial, construction and multifamily units each month, the company is one of the largest family-owned and operated businesses in the area. However, even as the company collects, processes and transfers more than a half-million tons of solid waste, recycling and green waste each year, the Blackburn family and their nearly 400 employees strive to offer excellent customer service, hands-on management and the personalized touch of a one-man operation.

"The company started with just me and two employees," Mark Blackburn says. "I began picking up trash and recycling, then expanded into portable services." Over time, the company expanded through a combination of internal growth and purchases of other small companies.

Blackburn and his son Mike now operate the flagship company for comprehensive waste management in the area. With a passion for service and a focus on cutting-edge environmental solutions, Universal Waste strives to make a positive impact.

"We not only spend a great deal of resources to be compliant with regulations, we spend time and effort to be good neighbors," Mike says.

## Operational excellence

As Universal Waste expands products and markets — the New Mexico facility was added just last year — the way they do business stays constant. "When we add a new route, my father runs

the route for the first week," Mike says. "I think it's good for the rest of the guys to see."

Mark also still purchases most of the equipment, counting on the reliability of durability of machines such as the Hitachi ZW250 wheel loader to tackle demanding operations with minimal downtime. His ZW250, equipped with an optional waste package, handles 18-hour days at their new materials recovery facility in Santa Fe Springs.

With a 5.2-cubic-yard max loading capacity, powerful digging force and impressive travel speeds, the ZW250 is an exceptional choice for waste handling applications such as Universal Waste's. And while the Tier 4 Final engine reduces maintenance requirements thanks to its exhaust gas recirculation system and diesel oxidation catalyst that eliminates the need for DPF, Mark Blackburn, who has a maintenance manager at each facility, keeps his equipment in top-notch condition.

"We have eight full-time maintenance techs — one in every yard," he says. "We perform in-house maintenance, we use the machine telematics and we take advantage of extended warranties."

The employees also pitch in and take care of the equipment. Mike Smiley, the company's operations manager, says it doesn't hurt that Hitachi's equipment is both user-friendly and has features designed specifically for operator comfort. "If a machine is comfortable, they're more comfortable running it," he says.

Although Universal Waste's preventive maintenance eliminates a great deal of downtime, Mark appreciates the value of a quality dealer. That's why he appreciates his company's relationship



with Jeff Jones of Westrax Machinery, which serves all of Southern California. "It's important for a company to give good service," he says. "It's a big part of the relationship, and one of the reasons we're so happy with Westrax. They offer great service."

The feeling of respect is mutual. "The first word that comes to mind when I think of Universal Waste is 'innovative'," Jones says. "They are leaders in their industry, and genuine partners we enjoy working with. They have multiple locations with different challenges, and that gives us an opportunity to showcase our capabilities in demanding production operations."

## Friends and family

Even with approximately 400 employees, Universal Waste still feels like family. Smiley says it's a great atmosphere, with a desire to accommodate every customer in every way. "We put a great deal of emphasis on providing outstanding customer service," he says.

Smiley also says the Blackburn family treats the Universal Waste employees like more than just employees. "Not only do we have good pay and benefits, but the Blackburns are out there every day in the field with guys," Smiley says. "It's a family atmosphere." ■



# HITACHI DELIVERS A NEW CONSTRUCTION-DUTY WORKHORSE WITH THE ZW180-6 LOADER

**W**ith the addition of the updated ZW180 to its Dash-6 lineup of mid-sized wheel loaders, Hitachi Construction Machinery Loaders America Inc. has claimed a place among premium production machines for top tier construction contractors, farm operations and infrastructure fleets.

Hitachi developed the Dash-6 Series to compete with the industry's most productive and durable equipment brands. Designed to serve as a true workhorse in loader applications, the ZW180-6 loader is built to stand up to long, hard-working days while adapting seamlessly to a full range of varied loader tasks.

Weighing in at 32,100 pounds, the ZW180-6 delivers 26,530 pounds of breakout force, powered by a Cummins 173 horsepower Tier 4 Final QSB6.7 engine. Customers are

offered a choice between a 3.7-cubic-yard general purpose bucket or a 4.2-cubic-yard material handling bucket. Able to lift as much as 3,000 pounds, the ZW180-6 can reach loading heights up to 9 feet.

## **Power and versatility**

A key element in the ZW180-6's design for versatility is Hitachi's new Power Mode switch, conveniently mounted on the steering joystick. A touch of the Power Mode switch gives the operator immediate access to additional rim-pull and breakout force for digging into heavy piles or for climbing grades while carrying a full load. Available in any auto and manual ranges, the switch to Power Mode instantly produces a 10% burst in engine rpm. The Power Mode allows faster acceleration without limiting the loader's top speed on flat runs. It also boosts hydraulic flow to allow quicker bucket lifts for faster cycle times.

## Operator performance and control

The ZW180-6 targets the needs of operators with popular smart technology including ride control, telematics, auto power-up, and an operator-friendly LCD color monitor. The cab is fully fitted for the operator's creature comforts and convenience including automatic air conditioning, excellent ventilation and a new sound system with roof-mounted speakers. The compartment is airtight and pressurized to keep out dust and dirt.

An extensive range of intuitive controls comes easily to hand for responsive power, steering and loading functions. The tilt/telescoping steering pedestal is linked to a pop-up pedal that quickly returns the steering pedestal to its start position. The transmission offers two auto modes and one manual mode to adapt to the day's applications. A shift-to-hold switch overrides automatic settings to hold the transmission in its current gear until the operator presses it again or changes direction, giving it the extra traction or torque required at that time.

## The best visibility in the business

The ZW180-6 offers a seamless front window, rounded engine cowling and a redesigned ROPS frame allow for clean 360-degree lines-of-sight.

## The DPF-free Tier 4 Final solution

By eliminating the diesel particulate filter and the required regen cycles from its Dash-6 machines, Hitachi now takes the industry lead in Tier 4 Final solutions for wheel loaders. The ZW180-6 is equipped with a clean SCR system using just a simple diesel particulate filter system that lets the machine run efficiently without high engine temperatures and eliminates concerns about idle times.

## Reputations are built on it

The ZW180-6 is built for the long haul with a robust frame structure, high ground clearance and a resilient cooling package.

A visibly reinforced cross-tube design resists torsional stresses on the loading arms of the ZW180-6 features. The same robust strength is evident in the articulation area with its beefy structure, large pins and heavy bearings. An optional belly guard is also available to prevent damage to the powertrain and driveshaft in the most demanding applications and environments." ■

“ With the Hitachi loaders, you get very good visibility, they're quicker and they have a tighter turning radius.

Our employees are comfortable operating the machine; they don't feel beat up at the end of the day. And they really brag on the response. ”

— Matt Biegler, president of Southeast Soils



From left: Kris Creeden, president of C & W Global, Inc.; Tom Marks, vice president of G. S. Equipment; and Matt Biegler, president of Southeast Soils, Inc.

**Southeast Soils President Matt Biegler** currently operates 11 Kawasaki/Hitachi loaders and plans to continue replacing other models with new Hitachi ones. “The Hitachi loaders are the best loaders for our application. In my previous position, I was responsible for the purchasing of loaders. Over many years, and more than 40 loader purchases, I have learned that Kawasaki/Hitachi is the most reliable and dependable wheel loader on the market.”

*For more information, visit [hitachiwheelloaders.us](http://hitachiwheelloaders.us)*



# Hitachi Technology Digs In With New ZW140-6, ZW150-6 And ZW150PL-6 Wheel Loaders

**W**ith its new Dash-6 line of wheel loaders, Hitachi combines solid machine engineering and the firm's renowned technology capabilities. The three latest additions to the new-generation lineup demonstrate solid, smart results to give top fleet owners a powerful new choice for everyday performance.

The ZW140-6, ZW150-6 and ZW150PL-6 fill out the range of utility-sized models from Hitachi Construction Machinery Loaders America Inc. An extensive list of upgrades and advanced features responds to customer demands for long-term reliability, enhanced operator comfort and control and low operating costs. Hitachi's efforts were rewarded recently when this series was singled out as the only rubber-tired loaders to earn a spot among this year's Equipment Today Contractors' top 50 new products for construction fleets.

Recognizing the need for "do-it-all" machines in the 25,000-pound range, these new loaders deliver the strength and reliability to thrive in long hard-working shifts, fully loaded with a suite of smart controls for complete versatility in multiple application roles.

The ZW140-6 weighs in at a nominal 25,640 pounds with its 2.7-cubic-yard GP bucket. The 26,960-pound ZW150-6 hoists a 3.1-cubic-yard GP bucket. Both are driven by a 141 horsepower Cummins engine and are also offered with a selection of optional material handling buckets and utility forks. The ZW150PL-6 is a modified version of the ZW150-6, featuring Hitachi's parallel lift arms.

## ▶ WORKING HARD, WORKING SMART

The operator's right-side console puts Hitachi's technology experience within fingertip reach. An extensive range of



intuitive controls comes easily to hand for responsive power, steering and loading functions. Under the hood, Hitachi offers popular smart features such as ride control, telematics and auto power-up. Hitachi's ConSite reporting program gives fleet managers 24-7 remote monitoring, maintenance and daily operational data plus monthly summary reports. Up front, the multifunctional LED color monitor provides day and night readability for all machine conditions and settings. The Dash-6 hydrostatic transmission offers two auto modes and one manual mode to adapt to the day's applications. A shift-to-hold switch overrides automatic settings to hold the transmission in its current gear until the operator presses it again or changes direction. This gives it the extra traction or torque required at that time. A first range maximum speed selector offers settings from 4 to 8 mph allowing the operator to apply higher rpm at low speeds for maximum hydraulic output for hydraulically driven attachments.

The approach speed control function automatically detects the needs of the operator by increasing the front arm speed and maintaining driving speed, allowing improved productivity during short operation cycles without relying on the inching pedal.

The traction control system reduces tire slippage and increases tire life. The technology serves to boost productivity under any wet or muddy ground conditions and is especially useful in snow plowing and removal applications.

#### ▶ EXTRA POWER ON DEMAND

The ZW140-6 and ZW150-6 models are also equipped with Hitachi's new Power Mode switch, delivering an instant 10% burst in engine rpm. Available in any auto and

manual ranges, Power Mode provides immediate access to faster acceleration, more rim-pull and higher breakout force without limiting the loader's top speed. Operators will typically engage Power Mode to dig into heavy piles, to climb grades under full load and run speed quickly on flat runs. Power Mode also enhances hydraulic flow to increase front arm speed by up to 10% for faster lift cycles.

#### ▶ CAB COMFORT AND CONTROL

The Dash-6 cab operator's compartment comes with a comprehensive comfort and convenience package. The cab is pressurized and has a virtually airtight seal to keep out dust and dirt. The fully adjustable tilt/telescoping steering pedestal is linked to a pop-up pedal that quickly returns the steering pedestal to its start position. Comforts include a fully automatic air conditioning, excellent ventilation and air and a new sound system with roof-mounted speakers.

#### ▶ THE BEST VISIBILITY IN THE BUSINESS

The new series extends Hitachi's claim to have the best visibility in the business — a significant advantage for machines that are often roading between work sites. A seamless front window, rounded engine cowl and redesigned roll-over protection system frames allows clean 360-degree lines-of-sight. The exhaust and intake stacks are relocated to the far rear of the engine cover and mounted inline to minimize their profile in the operator's view. The rear pillars of the ROPS frame struts are mounted forward and away from the rounded corners of the cab. A rear-mounted safety camera is standard equipment, along with a proximity detection system providing audible and visual alerts for stationary and moving objects up to 20 feet from the loader.

# New ZW140-6 And ZW150-6 Wheel Loaders

## ► LIFTING CHOICES

Hitachi offers three types of lift arms for these models: SLA, standard lift arm; HLA, high lift arm; and PLA, parallel lift arm. Hitachi's parallel/tandem hydraulic circuit makes load lifting and dumping even more efficient. The parallel tilt and lift movement smooths out digging operations while the tandem function prioritizes the bucket while dumping. An automatic return-to-dig function resets the bucket for the next load.

## ► ALL DAY, EVERY DAY

Dash-6 machines are built with a solid foundation to work long shifts for years to come with a robust frame structure, high ground clearance and a resilient cooling package.

Standard equipment includes a reversible, on-demand hydraulic cooling fan, which can be activated automatically or manually. Aluminum wide-fin cooling cores ensure high cooling efficiency as well as extending the service life, free of corrosion.

A new rear grill prevents raw material from entering the radiator compartment and protects it from debris. An exhaust-aspirated air cleaner and integrated pre-cleaner removes large particulate matter from the air inlet, eliminating the need for turbine-type pre-cleaner.

The new models sport improved engine covers that open wide to easily access to grease zerks and daily inspection points. Their Cummins engines mean dependable performance, simple maintenance and readily available parts. Loading arms are mounted with a heavy cross-tube design to resist torsional stresses. A belly guard is also available to prevent damage to the powertrain and driveshaft in the most rugged terrain.

## ► THE NEW LEADER IN TIER 4F

Tier 4 engines only use selective catalytic reduction technology. Hitachi Dash-6 emission controls move ahead of the pack with DPF-free Tier 4 Final power.

Hitachi outpaces the industry in Tier 4 Final solutions for wheel loaders, as first to eliminate the diesel particulate filter and its attendant regen cycles from the ZW-6 power systems. This generation of loaders introduces a clean SCR system using just a simple diesel exhaust fluid system, allowing the machines to run efficiently without high engine temperatures and with no concerns about idle times. Fleet managers can look forward to less downtime for engine maintenance and extended engine life to overhaul. Using SCR opens up space in the engine compartment, making life a little easier for service techs.

All told, the new system reduces fuel consumption in loading cycles by about 6%. In long runs, these machines will save up to 19% of fuel costs while operating in power mode and as much as 23% in standard mode. An auto shutdown feature provides further reduction of fuel and emissions, adding up to cost savings of about 7% across the board during load-and-carry operations. ■



## Winners of Equipment Today's Top 50 Contractor's Award

Each year, the Contractor's Top 50 New Products- hosted by *Equipment Today Magazine* and ForConstructionPros.com- showcases the new equipment and products that construction equipment owners and end users identify as the most interesting and intriguing. Recipients of the awards are determined based on page views and inquiries on the ForConstructionPros.com web portal on the new units featured in the magazine over a 12-month period.

Here are the Hitachi products that made the coveted list:

- ZW140-6
- ZW150-6
- ZW150PL-6
- ZW120-6



[READ THE FULL STORY](#)

## Get ready for CONEXPO 2020 where your Hitachi experience comes to life!

Make plans for CONEXPO, in Las Vegas, March 10-14, 2020. Hitachi will show you how a proven technology leader comes through with a new generation of smart, tough wheel loaders that can keep pace with today's generation of demanding, tech-savvy equipment users. Let the other equipment companies show off their iron – we're showing off our smarts! Hitachi Wheel Loaders is bringing heavy equipment into the 21st century with game-changing technology in operator performance and fleet utilization.

Our exhibit in the Convention Center's North Hall will be anchored by two of our Dash-6 wheel loaders on the showroom floor – plus show-stopping displays of ConSite technology streaming live from Hitachi wheel loaders on a working jobsite.

### Look for us at Exhibit N11539

When you visit Hitachi Wheel Loaders, you will see how our unmatched experience in technology solutions can give your business the competitive edge in productivity, operational control and fleet management.

- Our ConSite telematic engineers will be in our booth to demo the advanced data reporting capabilities that let fleet managers get the best from their wheel loaders
- Our demo screens will deliver feeds of working machines as ConSite monitors and compiles operational data from actual jobsites

Find out more at [hitachiwheelloaders.us/conexpo2020/](http://hitachiwheelloaders.us/conexpo2020/)

**LAS VEGAS, NV**  
**MARCH 10-14**  
North Hall #11539



## Got Your Show Badge for CONEXPO?

If not, don't worry! Go to [conexpoconagg.com](http://conexpoconagg.com) to buy your CONEXPO show badge today and use the Hitachi code for a discounted rate. Early Bird pricing available now- save up to 40%. Apply this discount code to save even more!

**Hitachi Promo Code: EXkdf3a2CST**

**Be our guest at ConEXPO 2020  
Booth N11539**



Hitachi celebrated its first anniversary of the move from Kawasaki, Ga to Hitachi's Corporate Office located in Newnan, Ga on August 12, 2019

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