

# Babcock puts Terex Trucks back on the map in Southern Africa

*Terex Trucks, which has been part of the Volvo Construction Equipment (Volvo CE) group since 2014, is delighted with the progress that Babcock, its dealer in Southern Africa, has made in building market share and providing customers with top-notch support since it was appointed as the official distributor for Southern Africa less than two years ago. Says Erik Lundberg, Business Manager for Terex Trucks in Sub-Saharan Africa: "Babcock has really performed well. Not only has it recorded some excellent sales but it is providing the large Terex Trucks customer base in Southern Africa with a truly world-class aftermarket service."*



Terex Trucks' Erik Lundberg.

**T**erex Trucks has had a presence in the Southern African region for many years but has seen a revitalisation of the 'brand' since partnering with Babcock. "The appointment of Babcock has seen significant improvement in sales and aftermarket service for our customers in Southern Africa," says Lundberg. "Terex Trucks is on the move again in this part of the world. Sales of new machines have been impressive, the more so given the generally poor market conditions currently prevailing, while the feedback from customers regarding the levels of service provided by Babcock is overwhelmingly positive."

Lundberg points out that Babcock's

performance comes as no real surprise. "They're a thoroughly professional organisation. They were appointed as the Volvo CE dealer in Southern Africa in 2000 and subsequently grew Volvo CE's market share dramatically. When Terex Trucks was acquired by Volvo CE, it made sense for them to also take over the Terex Trucks distribution – which occurred in 2015."

Headquartered in Motherwell in Scotland, Terex Trucks is a manufacturer of both articulated and rigid trucks that are widely used in mining, quarrying and construction

applications around the world. There are three trucks in the articulated dump truck (ADT) range and a further four in the rigid dump truck (RDT) line-up.

Says Lundberg: "The Terex Trucks are proven machines with a long and proud history stretching back decades and over the years have built up a strong following worldwide as a result of their simple, robust design and reliable performance."

The ADT range consists of the top-of-the-line TA400, offering a payload of 38 tonnes, the 28-t capacity TA300, and the 25-t capacity TA250, all powered by fuel-efficient Scania engines. The TA300 and TA400 are both now available as Generation 10 (Gen 10) machines. "The Generation 10 trucks – which were introduced at the Bauma show in 2016 – are the first new products to be launched by Terex Trucks since it was acquired by Volvo CE and they reflect a host of improvements which collectively add up to a major reinvigoration of the product line," says Lundberg.

Among the enhancements are a new and improved operator environment with improved cab sealing, cab heating and ventilation; improvements to the hydraulic system with the addition of magnetic suction filters to protect against environmental contamination; a new generation transfer box allowing performance to be tailored to all working conditions; and the use of Allison transmissions with fifth generation adaptive shifting.

Lundberg also points out that access to all engine service points has been improved, making routine maintenance a one-man operation. "The Terex Trucks ADT has always been regarded as a machine that is easy to maintain. Generation 10 takes this low maintenance philosophy to the next level."

Babcock has recorded significant sales of the Terex Trucks ADT since taking over the dealership, most of them to customers operating in the Highveld coalfields. "We see these orders as representing a massive vote of confidence in the brand and are very optimistic about the future of our brand in Southern Africa," says Lundberg.

Turning to the rigid trucks, the



The TA400 articulated hauler has a payload of 38 tonnes.

models are the TR45 (a 41-tonne capacity machine), the TR60 (54-t), the TR70 (65-t) and the TR100 (91-t). Although the market for rigid trucks in mining is currently extremely depressed, Babcock has sold three TR60s to Atlantis Mining, a long-standing user of the brand, and is also busy with the delivery of

The Generation 10 articulated haulers – the TA300 is seen here – were launched last year.



The TR100, the biggest unit in Terex Trucks' rigid truck line-up.



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six TR100s to a mining contractor for use at a South African coal mine.

Terex Trucks and Babcock believe the rigid trucks will be a big seller once the mining industry recovers and mine owners and mining contractors start renewing their fleets. "Machines in the 100-ton class form the backbone of many hard-rock mining fleets and there is already an extensive population of Terex Trucks RDTs out in the field," notes Lundberg. "The abilities of our rigid trucks are thus very well established and we expect to see brisk demand for these in the future."

Like the Terex Trucks ADTs, the rigids are famous for their durability and uncomplicated design and are ideal for the conditions experienced in African mining. The entire drivetrain provides strong pulling performance and class-leading rimpull, resulting in high productivity on steep inclines and in poor ground conditions. Terex Trucks' rigid planetary gearing and integral retarder provide smooth gearshifts for excellent momentum and acceleration in all hauler applications while fuel efficiency is outstanding, a result of using either industry-leading Cummins or (in the case of the TR70) MTU engines.

One of the advantages that Babcock brings to the marketing and support of the Terex Trucks range is its extensive branch network spanning the Southern African region, including its newly opened, state-of-the-art Middelburg branch – in the heart of South Africa's premier coal mining region – which has been specifically designed with large work bays to accommodate all the Terex Trucks machines, including the TR100.

"An interesting point is that Babcock designed the Middelburg branch in advance of being appointed as the Terex Trucks dealer and

yet with the needs of the Terex Trucks range very much in mind," says Lundberg. "This shows the level of commitment which has been on display at every stage of Babcock's engagement with Terex Trucks."

One of many customised features of the new branch is the 1 615 m<sup>2</sup> warehouse which can accommodate the inventory required for the Terex Trucks range alongside components for Babcock's other product ranges. Babcock has made a considerable investment in stocking Terex Trucks parts to ensure the highest availability possible of components required to repair and maintain the trucks, ensuring that downtime is kept to a minimum for customers.

On the subject of parts, Lundberg also notes that Terex Trucks has launched a new extended two-year or 6 000-hour warranty – available to customers worldwide – on all factory-approved parts. "We believe this initiative is an industry-first and we're very proud of it," he says. "It reflects our confidence in the parts we supply, which have been purpose designed to be used in our trucks. Non-factory approved parts, by contrast, are designed in isolation from the rest of the truck and can result in compromised performance."

Finally, Lundberg says that Southern Africa is a critical region for Terex Trucks, given that it is one of the world's premier mining areas. "We're determined to do well in this market and we're delighted that we are now working with Babcock, which is fully committed to the Terex Trucks brand and which has the people, the corporate values and the infrastructure in place to provide the same high levels of service in Southern Africa that are the hallmark of Terex Trucks globally," he concludes.

Report by Arthur Tassell

The new state-of-the-art Middelburg branch represents a R100 million investment by Babcock.

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