

## **FUEL EFFICIENCY TO THE FORE WITH JCB ECO LOADER**

In the six months since JCB's new 3CX and 4CX ECO backhoe loaders were launched to the South African market, the impact they have made is beyond the wildest expectations of local distributor, Kemach JCB.

"These redesigned machines were touted as JCB's most efficient backhoe loaders to date and they have certainly lived up to that claim, with a number of our customers raving about the fuel savings they have achieved," said Darrel Holton, Gauteng regional manager for Kemach JCB.

One satisfied customer is Wilfred Stevens, Plant Manager at the Revan Group of Companies in Gordons Bay, Cape Town, who bought two 3CX's in February 2010 and a further three in January this year. "We have a fleet of 12 backhoe loaders and when the time comes to replace the other model machines JCB will be on the top of my choice list.

"I am extremely impressed with the overall performance of the 3CX. It is incredibly strong and is perfect for the conditions we have on site. In addition, JCB was happy to comply with my request to change the controls on the backhoe section. Their customer focus and after sales service were one of the reasons for purchasing the JCB backhoe loaders," said Stevens.

Revan Civils, which was established in 1989, has been involved in a number of housing, infrastructure and road building projects and demands nothing less than 100% availability from all its equipment. "We need to know that once a machine has been delivered to site, it will produce a minimum of nine hours of work, six days a week. We cannot afford to have any of our plant standing idle with maintenance issues," Stevens said.

Stevens is extremely satisfied with the service he gets from JCB. "Andre Jordaan truly goes the extra mile for his customers and his expertise and technical knowledge is invaluable. This attention to detail and his ability to provide a turnkey service to customers is a huge positive for Revan."

Stevens is also thrilled with the fuel efficiency of the 3CX's. "They far outpace their competitors on site in terms of fuel usage. We currently achieve between 5 and 7 litres per hour, irrespective of site conditions."

JCB District Sales Manager (Africa) Stephen McGregor confirms this: "The 3CX and 4CX 'ECO' loaders are fast winning points with our customers for their contribution to reducing the carbon footprint while at the same time saving up to 15% on fuel costs."

"The 3CX's are proving very popular with our operators as they are not only a dream to operate, but they also handle even the most arduous site conditions with ease and aplomb," he said. "Add to this the comfort of the cab, and the 3CX is an extremely productive backhoe loader on site."

“New materials for the seat and a new ergonomically designed steering wheel contribute to increased comfort and reduced fatigue for the operator, while revised colour usage within the cab increases the feeling of space, with a lighter grey in the upper half adding to the bright and accommodating feeling,” said Holton.

For those owners looking for added home-style comforts, an optional extra on the new ECO loaders is an integrated beverage machine in the cab which will provide the operator with a welcome cup of hot tea or coffee throughout the day; adding to productivity levels.

Revan’s 3CX loaders have already worked between 500 hours and 1 500 hours respectively, all without any problems being encountered. “The machines look after themselves, but we have signed up for a maintenance contract with Kemach JCB, at a very competitive price, to ensure the longevity of our machines,” Mr Stevens explained.

“To date, all five machines have been constantly on site since delivery, which is a true testament to their superior performance and reliability,” said Mr Stevens. “We are so pleased with these workhorses that we feel confident enough in JCB technology to shortly add some more JCB’s.”