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## **GLOBAL EXPANSION STEPS UP AS 100,000<sup>TH</sup> LOADALL ROLLS OFF LINE**

JCB today celebrated the production of its 100,000<sup>th</sup> Loadall telescopic handler as the company concluded £9 million worth of investment to significantly expand global manufacturing of the machine.

The first Loadall – the JCB 520 – went into production in 1977 and in the first full year of manufacture less than 300 of the machines were made by just a handful of employees.

Almost 700 people now work in the Loadall Business Unit and today they were joined by JCB Chairman Sir Anthony Bamford in celebrating the production milestone.

The celebrations came as JCB announced it had just completed a multi-million pound investment in its Rocester manufacturing facility designed to double Loadall production capacity.

In addition, investment has also been made to expand global production of the machine to the USA where the 506 and 508 Loadalls are now being made at the JCB's North American HQ in Savannah, Georgia.

In 2006, JCB is also on target to become the world's biggest telescopic handler manufacturer by brand.

JCB Managing Director and CEO John Patterson said: "Producing 100,000 Loadalls really is something to celebrate and everyone who has contributed to this machine's success over the past three decades can be justly proud.

"The success of this product and the Loadall business has been built on continual investment, tireless innovation and product development. The latest investment in our UK production facilities enables JCB to meet the increasing global demand for Loadalls.

"The decision to begin manufacturing in the USA is a natural step for JCB because the country is the biggest single market for telescopic handlers in the world and we look forward to growing success in The States with a 'made-in-America' Loadall."

In the UK, where JCB is market leader for telescopic handlers, a second production line has been installed which has doubled production capacity so the company can take advantage of rising global markets.

A wide variety of machine tools have also been installed which have quickened manufacturing processes and enhanced product quality. These include the installation of a new 650 tonne press brake; new robot welding centres for the welding of booms arms and ancillary components and a new machining centre for precision boring.

JCB manufactures a total of 34 different Loadall models, 29 of which are made at Rocester, with a further five compact models produced at JCB Compact Products, Cheadle, Staffordshire.

Their forerunner, the 520, revolutionised the materials handling sector in 1977 and performed lifting and loading tasks which in the past would have taken a small team of men.

The new machine offered users a rough terrain machine with reach and performance way beyond the capabilities of conventional rough terrain forklifts. Putting the JCB machine out in front was its unique telescopic boom which brought a new solution to the problem of handling materials.

As the machine evolved, its use widened to all areas of the construction sector and the concept quickly spread to agriculture where it is used for a vast variety of tasks from loading grain, stacking bales and towing trailers.

The first ever machine which was produced on October 3<sup>rd</sup> 1977 is still going strong and is owned by an engineering company in Ayrshire, Scotland.

## **ENDS**

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