

WITHOUT COMPROMISE

No.18 - YEAR 2016

International information magazine of the **FASSI** Group

All the **LATEST** Fassi news from **bauma 2016**

A wealth of new cranes,
services and products to show
to the construction and building
world, all based
on innovation and quality.

∞ Previews

The brand new F545RA and
the F2150RAL, the innovative
V7 Radio controllers,
and Fassi lubricants and
biodegradable oils.

∞ Projects

From Germany, the new
Fassi demonstration vehicle
which can be tested directly
by German customers

∞ Focus

The Internet of Cranes[®],
offering greater assistance
to operators

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Fassi, SIMPLY INNOVATIVE

Whenever there is innovation, by its very definition it is taking place for the first time. Every innovation is unprecedented. This is why explaining innovation is a paradox. How can something that previously did not exist be explained in pre-existing terms? Definitions are academic; maybe even the very words in this editorial have already been rendered obsolete by the very essence of innovation. Innovation extends beyond the confines of definitions and cannot be constrained by a label.

Nonetheless, we here at Fassi have always been keen to express to the world our principles regarding innovation: why we are innovative, how we are innovative and how important it is for us and for our customers to be at the forefront of innovation. And yet the result of innovation comes naturally. It is always there to see, to touch, to use, to live by.

We always explain in all the languages of the world how our foundations have, since the beginning, been based on innovation. This was necessary in the past and it is necessary now, because every time we make a promise to the market and we try to explain how we intend to keep it. This is the way it should be.

But we have never really had to 'explain' our cranes. They themselves are the demonstration, the proof. They exist to meet new needs, to tackle new challenges, to work alongside tens of thousands of operators in the most diverse situations: from desert plains to the highest snow-capped peaks, from forests to the open sea. They are innovation. They are the proof that we have kept our promise, quite simply.

That's right, simply. Every new crane is the result of hundreds of hours of design, study, and research. It is the result of the tests, of all the infinite variants that lead to perfection. It is the result of our working hands, the difficulties we face and our satisfaction in resolving them. Our satisfaction, and above all, yours. And yet all of this complexity comes down to an immediate, authentic and perfect simplicity. Innovation comes naturally for Fassi. This is why, perhaps, words are not even necessary in order to explain what is "simply innovative". It is there. Reach out and touch it.

EDITORIAL

The new **F545RA** **XE-Dynamic**, for even higher performance



The latest model in the lowercase range guarantees an increase of 10 percent in lifting capacity, but with only a 3 percent increase in weight

WEIGHT-**POWER**

The excellent weight-power ratio makes the new crane perfect for those who require reduced weights, to take advantage of the significantly enhanced residual carrying capacity of their vehicle



The F545RA xe-dynamic crane is the latest model to join Fassi's lowercase range. This is a completely new machine, designed to complete the range of high lifting capacity cranes, taking its place between the F485RA xe-dynamic and the F560RA he-dynamic models. The crane has been designed to increase the performance of the smallest model currently in the lowercase range.

In introducing this model, Fassi has achieved the objective of having a true 50 tonne/ metre crane that is compact enough for installation on a three-axle chassis.

The end result is particularly outstanding when compared to the smaller model. The new crane offers an increase of 10% in lifting capacity but with an increase in weight of only 3%. This reduced weight also includes the combination with stabilisers capable of extending to 7.8 metres to guarantee stability even for the most demanding lifts. The overall dimensions of the machine have increased by just 85 millimetres, thus maintaining the compact size of the F485RA model.

Like all of Fassi's cranes, this model has been subjected to working tests of 200,000 work cycles to test reliability.

The F545RA crane has a maximum load moment of 53 tm (518 kNm) and has a maximum hydraulic outreach of 20.8 m, increasing to 24.9 m in the version with eight boom sections plus manual extensions. The new F545RA model is a continuous rotation crane with the option of a double motoreducer. It comes fitted with the tried and tested FX500 control system, the D850 digital hydraulic distributor bank, the Fassi RCH/RCS radio control unit and FSC-S or H stability control.

The crane is available in various versions with up to eight boom sections. To further increase the working range, a number of jib options are available to satisfy all requirements.

The new **F545RA XE-Dynamic**

The models:

- Version .2.22: 7.95 metre outreach
Lifting capacity: 51.17 tm - Weight: 4350 kg
- Version .2.23: 9.9 metre outreach
Lifting capacity: 49.75 tm - Weight: 4600 kg
- Version .2.24: 11.9 metre outreach
Lifting capacity: 48.93 tm - Weight: 4850 kg
- Version .2.25: 14.2 metre outreach
Lifting capacity: 47.5 tm - Weight: 5100 kg
- Version .2.26: 16.3 metre outreach
Lifting capacity: 46.99 tm - Weight: 5350 kg
- Version .2.27: 18.55 metre outreach
Lifting capacity: 46.18 tm - Weight: 5500 kg
- Version .2.28: 20.8 metre outreach
Lifting capacity: 45.36 tm - Weight: 5650kg
- Version .2.25/L426: 26.15 metre outreach
Lifting capacity: 47.5 tm - Weight: 6300 kg
- Version .2.26/L324: 25.9 metre outreach
Lifting capacity: 46.99 tm - Weight: 6130 kg
- Version .2.26/L426: 28.2 metre outreach
Lifting capacity: 46.99 tm - Weight: 6550kg
- Version .2.27/L214: 28.55 metre outreach
Lifting capacity: 46.18 tm - Weight: 6150 kg

F545RA

ADC

Automatic
Dynamic Control

control

D850

Digital Multifunction
Distributor Bank

control

RCH/RCS

Radio Remote
Control

control

FX500

Fassi Electronic
Control

control

FSC

Fassi Stability
Control

control

CPM

Crane Position
Monitoring

control

OTC

Oil Temperature
Control

control

FS

Flow Sharing

performance

XF

Extra Fast

performance



Lifting capacity: up to **53 tm**

Hydraulic outreach: up to **28,55 m** with jib



Technical characteristics:

- dynamic version (.2): with linkage and XP device
- ProLink system with double linkage
- continuous rotation on slew ring



Electronic/hydraulic equipment:

- FX500 control unit
- D850 digital hydraulic distributor bank
- RCH/RCS radio control unit
- ADC automatic dynamic control
- flow sharing

OPTIONAL

D900 Digital Multifunction Distributor Bank control	ME Manual Extension control
OHT Outriggers Hydraulic Tilttable performance	FSA Fassi Smart App performance

MPES Multi Power Extension System performance	FL Full Lift performance	PROLINK Progressive Link performance	XP Extra Power performance	UHSS Ultra High Strength Steel strength	FWD Fewer Welds Design strength	CQ Cast Quality strength
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Fassi at Bauma 2016 with a wealth of new products

At the international trade fair, Fassi presented new cranes, including the F2150RAL, the F545RA, the new radio V7 radio controllers, Canelube lubricants, and the Internet of Cranes®

BAUMA 2016

The world's largest exhibition of construction equipment, which takes place in Munich every three years, brought together in the 2016 edition, 3423 exhibitors from 58 countries and 580,000 visitors

Fassi attended the 2016 edition of Bauma with a rich assortment of new cranes, services and products on a 496 m² stand. In Munich, the Italian company raised the curtain on the results of months of hard work, to present new models to the world. Fassi presented: two 'light' cranes, one mid-range crane, and two heavy-lifters, including the new flagship F2150RAL. Also promoted were the new 'V7' radio controllers with colour displays, the new Canelube lubricants and Fassi's Internet of Cranes®.

"Fassi came to this edition of Bauma with a wealth of new products and the desire to explore new markets and continue along the path of growth which has been paved over the past few months," says Emilio Bertazzi, Export Sales Manager for Fassi. "Since the 2013 edition, we have come to this fair with various new crane models and a series of new products and services, to continuously improve the work of operators."



Fassi F65B crane

Fassi Cranes have not neglected the market for “small” models, and presented the F65B, with connecting rod and fork on the secondary arm. This model weighs significantly less than the previous 6-7 tm crane that it replaces. The use of UHSS (Ultra High Strength Steel) has enabled a 9% weight reduction compared to the F65A.0 model, resulting in an increased residual load capacity of the vehicle on which it is fitted.

Furthermore, the new design of the primary and secondary joints has led to an increase in hydraulic reach of 9% compared to the previous model, with a significant increase in working area. Much attention has also been paid to optimising dimensions: the

distributor is housed vertically on the crossbar and the oil tank is more compact for an overall slimmer structure.

To simplify procedures for any future reconfiguration of the stabiliser crossbars, the hydraulic extensions have been designed on a modular basis.

The F65B.1 comes with the FX500 control system and, in the e-dynamic version, the Fassi RCH/RCS radio control unit. All models will have four basic versions with up to four hydraulic extensions. The series also includes the F70B.1, offering a higher level lifting class through the adoption of the XP system.



Fassi F65B.1 dynamic/e-dynamic crane specifications

- Maximum load moment: 6.3 tm/62 kNm
- Maximum hydraulic outreach: up to 11.25 m
- Overall dimensions: w 2.3 m, l 0.65 m, h 1.95 m

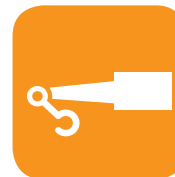
Electronic/hydraulic equipment

- FX500 control unit
- Hydrocontrol hydraulic monobloc distributor bank
- D850 digital hydraulic distributor bank (e-dynamic)
- RCH/RCS radio control unit (e-dynamic)
- Dynamic version (.1): with linkage
- 400° rotation with rack and pinion



Overall dimensions

l 0,65 m
w 2,3 m
h 1,95 m



Maximum hydraulic outreach

11,25 m



Maximum load moment

6,3 tm

Fassi F70B.1 e-dynamic crane specifications

- Maximum load moment: 6.8 tm/67 kNm
- Maximum hydraulic outreach: up to 11.25 m
- Overall dimensions: w 2.3 m, l 0.65 m, h 1.95 m

Electronic/hydraulic equipment

- FX500 control unit
- D850 digital hydraulic distributor bank
- RCH/RCS radio control unit
- dynamic version (.1): with linkage
- XP system
- 400° rotation with rack and pinion



Overall dimensions

**l 0,65 m
w 2,3 m
h 1,95 m**



Maximum hydraulic outreach

11,25 m



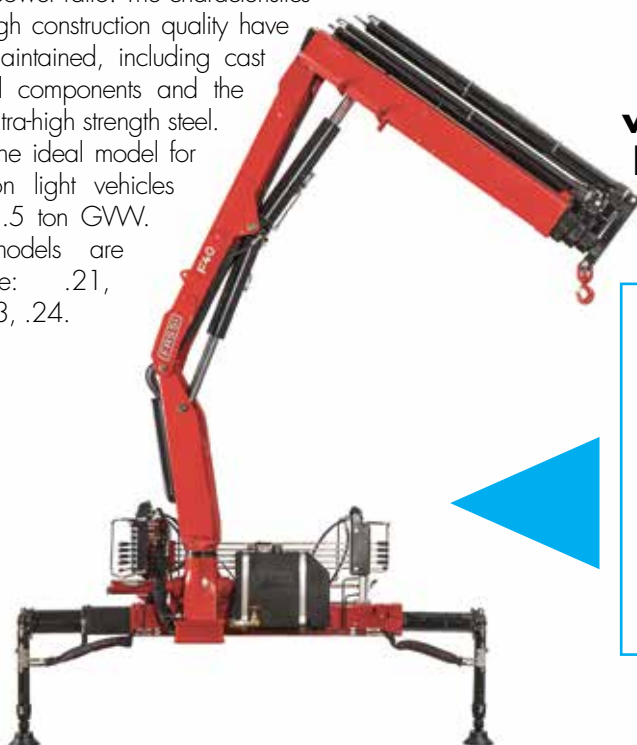
Maximum load moment

6,8 tm



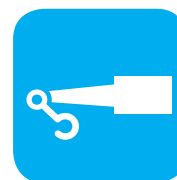
Fassi F40B crane

The latest addition to the range of "smaller" cranes is the new F40B crane, with its extremely compact size and highly efficient weight-power ratio. The characteristics of its high construction quality have been maintained, including cast structural components and the use of ultra-high strength steel. This is the ideal model for fitting on light vehicles up to 3.5 ton GVW. Four models are available: .21, .22, .23, .24.



Overall dimensions

**l 0,56 m
w 1,92 m
h 1,59 m**



Maximum hydraulic outreach

9,5 m



Maximum load moment

4 tm

Fassi F40B.0 active crane specifications

- Maximum load moment: 39 kNm
- Maximum hydraulic outreach: up to 9.5 m
- Overall dimensions: w 1.92 m, l 0.56 m, h 1.59 m

Electronic/hydraulic equipment

- Monobloc distributor bank
- S200, Scanreco/HBC radio control unit
- 370° rotation with rack and pinion
- Manual rotating stabilisers 30°/180°

FASSI STAND

External area north zone, FN 824/2.
Surface area of approximately 496 m² of which 250 m² is covered.



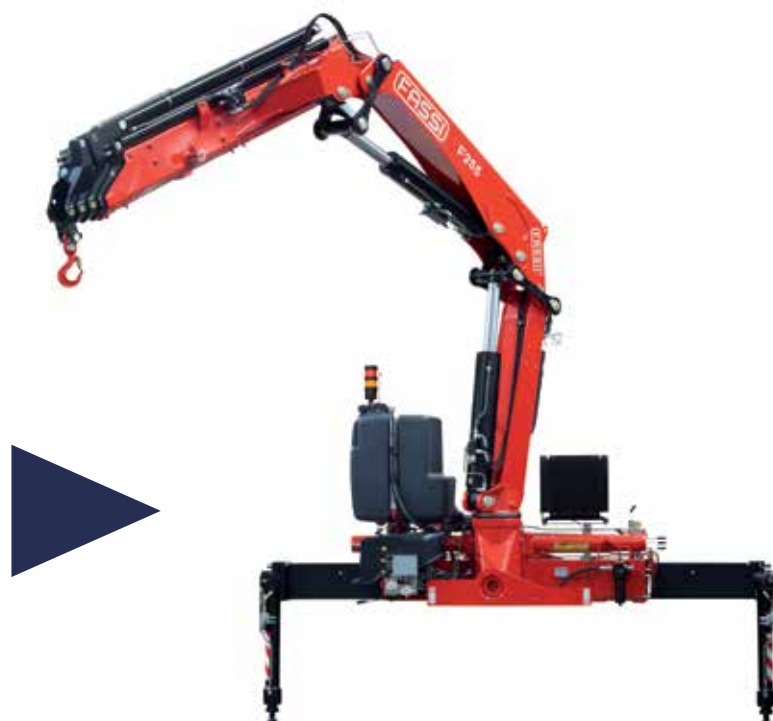
496 m²

▼
FN824/2

Fassi F255A crane

The new F255A model is a crane with rack and pinion rotation fitted as standard, with the market-proven FX500 control system, the D850 digital hydraulic distributor bank, the Fassi RCH/RCS radio control unit and FSC-S or H stability control. Due to its excellent weight to power ratio, the F255A is perfect for situations that require a powerful truck and crane combination: excellent lifting performance from the crane and generous load space in the truck.

The crane will be available in various versions up to a maximum of six hydraulic extensions with a short secondary section. To further increase the working range, a number of jib options are available to satisfy all requirements.



Fassi F255A dynamic crane specifications

- Maximum load moment: 215 kNm
- Maximum hydraulic outreach: up to 17.1 m
- Overall dimensions: w 2.52 m, l 0.98 m, h 2.41 m

Electronic/hydraulic equipment

- D850 hydraulic distributor bank
- RCH/RCS radio control unit
- 400° rotation with rack and pinion
- ProLink for the F255A.2 version



Overall dimensions

l 0,98 m
w 2,52 m
h 2,41 m



Maximum hydraulic outreach

17,1 m



Maximum load moment

21,9 tm

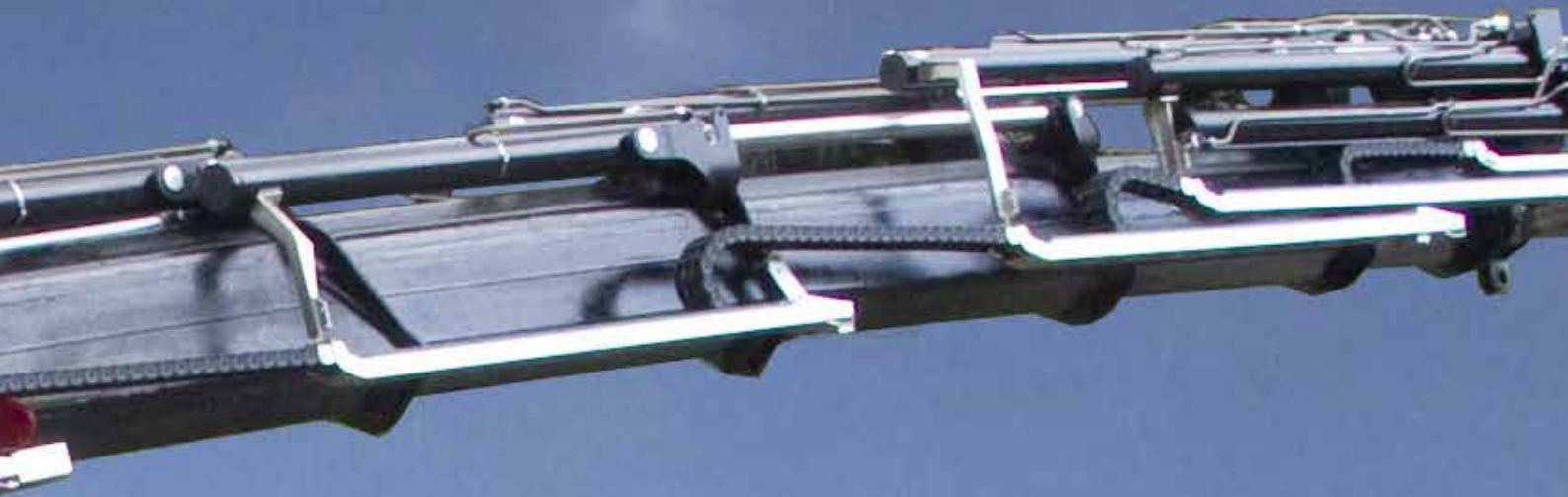
The evolution of the **F2150RAL**

(FASSI) F2150

This Fassi crane was presented at Bauma 2016. Efficiency, reliability, high performance and manoeuvrability, all within the reach of an articulated crane

EVOLUTION

With a minimal increase in weight compared to the F1950RAL, we have produced a crane with lifting capacity increased by 16% in the RAL version and by 10% in the RA version



"Her majesty" the F1950RA/RAL, the largest loader crane ever made by Fassi, was launched onto the market in 2012. Four years on, the Italian leader in the lifting sector introduces the direct descendant of that crane, the F2150RA/RAL, with even higher levels of performance.

The new crane brings together all of the experience and capability of the popular model from which it originates, but occupies a higher lift-capacity class thanks to the addition of the XP system. Lift performance has in fact been increased by approximately 10% for the RA version and a notable 16% for the RAL version. At Bauma 2016 the new model has been displayed

fitted onto a Scania vehicle.

The F2510RA/RAL is a truly ambitious development: the Fassi team has created a machine with the very highest levels of performance. It has already made an impact in several markets in which Fassi is present. The main improvement on the F1950RA/RAL is the presence of the XP system, the Fassi system that activates a power boost in the most demanding and exacting of situations, delivering added strength just when it is needed, proportionally reducing the speed of the crane's movements, subject to dynamics (lifting arm and rotation), while simultaneously increasing the lifting capacity.

F2150RAL

Specifications

- Version .2.28: up to 24.85 metre outreach
lifting capacity: 136.29 tm - weight: 15750 kg
- Version .2.28 L816L: up to 41.3 metre outreach
lifting capacity: 136.29 tm - weight: 17800 kg



Lifting capacity up to
136,29 tm
Hydraulic outreach up to
41,3 m
with jib



F2150RA/F2150RAL Main technical characteristics

- dynamic version (.2): with double linkage and XP device
- ProLink system
- continuous rotation on slew ring

F2150RA/F215RAL

IMC Integral Machine Control control	ADC Automatic Dynamic Control control	D900 Digital Multifunction Distributor Bank control	V7RRC Radio Remote Control control	FX900 Fassi Electronic Control control	FX901 Fassi Electronic Control control	FSC Fassi Stability Control control	CPM Crane Position Monitoring control	OTC Oil Temperature Control control	FS Flow Sharing performance
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F2150RA

Specifications

- Version .2.24: up to 11 metre outreach
lifting capacity: 150.97 tm - weight: 12700 kg
- Version .2.26: up to 15.25 metre outreach
lifting capacity: 145.77 tm - weight: 13450 kg
- Version .2.28: up to 19.45 metre outreach
lifting capacity: 142.51 tm - weight: 14250 kg
- Version .2.26 L816: up to 27.3 metre outreach
lifting capacity: 145.77 tm - weight: 15010 kg
- Version .2.28 L816: up to 31.3 metre outreach
lifting capacity: 142.51 tm - weight: 15865 kg
- Version .2.26 L916: up to 27.3 metre outreach
lifting capacity: 145.77 tm - weight: 15400 kg
- Version .2.28 L916: up to 31.3 metre outreach
lifting capacity: 142.25 tm - weight: 16200 kg

Lifting capacity up to
160 tm

Hydraulic outreach up to
31,3 m
with jib



Electronic/hydraulic equipment:

- IMC integral control system
- FX900 control unit
- Double D900 digital hydraulic distributor
- bank RCH/RCS radio control unit
- ADC automatic dynamic control
- flow sharing

OPTIONAL

ME Manual Extension control	JDP Jib Dual Power performance
OHT Outriggers Hydraulic Tilttable performance	FSA Fassi Smart App performance

XF Extra Fast performance	MPES Multi Power Extension System performance	XP Extra Power performance	FL Full Lift performance	PROLINK Progressive Link performance	UHSS Ultra High Strength Steel strength	FWD Fewer Welds Design strength
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Efficiency and precision with the new V7 radio controllers



Fassi's research and development team has created an innovative control and command interface to make our cranes increasingly efficient

OPERATOR-MACHINE dialogue

Thanks to the V7 radio controllers, available in combination with the crane models from F545RA until 2150RAL, operators can detect sub-optimum operating efficiency and quickly choose better settings for their crane

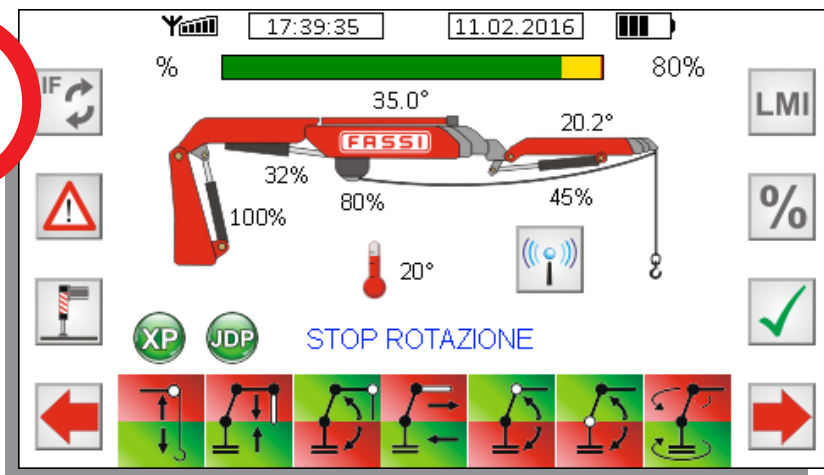
Fassi once again confirms its position at the forefront of lifting innovation with the introduction of the latest generation of V7 radio controllers. This is a new product that the company's research and development department has been very keen to produce, to give operators a digital tool to significantly improve their work. How? Via an advanced control and command interface which makes the use of their cranes more precise and efficient. This has been made possible through the development of advanced control technology, which delivers clear methods of dialogue with the controlled system.

The operating concept of the new V7 radio controllers is specifically oriented to the activities to be carried out with the

device, making the operator's daily work simpler. How? The colour display shows permitted and restricted manoeuvres, showing the consequences of potential manoeuvres, thus resolving any uncertainty. The data is shown through the status indicators that accompany the icons, identifying the corresponding push-button functions.

The radio controllers thus become a real help in the dialogue between operator and machine as they allow an immediate understanding of the operating conditions of the crane, facilitating decision-making. This new technology, developed in-house by Fassi's own research department, has been registered for international patent protection.

V7 MENÙ



List of the menus which make up the new graphical control environment of the Fassi V7 radio controller:

- Operational status of the crane
- Crane stability status
- Status of the alarms and blockage conditions of the crane
- Summary of the controls available to the operator
- Summary of the controls available to authorised service personnel
- Verification of the weight of manual extensions
- Diagnostics

The main menu of the Fassi V7 radio controller interface, relative to the operational status of the crane, shows the most important innovation in this new system of reading and control.

Thanks to the technology behind the new digital dashboard, with the display of permitted and restricted manoeuvres, the system's efficiency has increased significantly. In addition

to this and in addition to information already present in the interface of the Fassi FX901 system, other critically important indicators have been added.

In particular the main menu shows:

- the dynamic dashboard with the manoeuvres that are permitted and prohibited under the crane's set-up
- numerical indication in kg of the load on the winch
- indication of protection in the case of overloading, with figures highlighted in red indicating overloaded stabiliser rams
- oil temperature warning indicator in the case of cooler activation
- error status indicator for the transducers
- indication of the weight lifted via a digital load cell. (Optional.)
- visualisation of images broadcast from a mini video camera located on the crane arm and connected via a CanBus system. (Optional.)



Specifications of the Fassi V7 radio controller display paired with Scanreco electronics:

- New 4.3" colour display
- 24bit – 480x272px.
- Automatic contrast adjustment according to ambient lighting
- Virtual scroll buttons 6x

Specifications of the Fassi V7 radio controller display paired with HBC electronics:

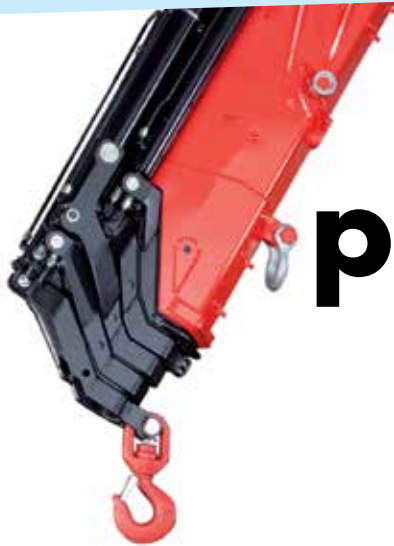
- New 3.5" colour display
- 16bit – 320x240px.
- Automatic contrast adjustment according to ambient lighting
- Virtual scroll buttons 6x

The software for both versions operates with the same graphical interface system.



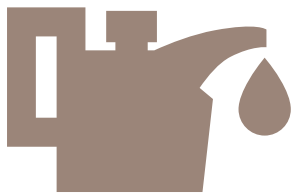
ADVANTAGES OF THE FASSI V7 RADIO CONTROLLER

- Large colour display with wide viewing angle and readable in direct sunlight
- Availability of 6/8 function buttons on the sides of the display, replacing the old control system, in addition to the quick selection key already seen on previous generation radio controllers
- Rapid response thanks to the intuitive functioning of the display
- Dynamic digital dashboard with immediate indication of available manoeuvres.
- Clear presentation of information, with icons and text showing the operating conditions of the crane, including the status of crane functions and stability conditions – as well as diagnostic and maintenance information – all in accordance with international standards
- Maximum safety of settings thanks to written information displayed in the language of the operator



Constant top performance with Fassi Cranelube lubricants and BIODEGRADABLE OILS

Fassi's new products have been created to deliver optimal performance from cranes with reduced operating costs and configurations compatible for use with environmentally-friendly lubricants



Oils and **LUBRICANTS**

Fassi Cranelube products are specifically for articulated cranes, for operation in all working conditions, exploiting the full potential of the machine they are used with

Fassi cranes are increasingly efficient, not only from the point of view of power and mechanics, but also, above all, with regards to the more functional aspects of maintenance and upkeep. This shows, once again, the benefit of Fassi's research and development work, designing and testing lubricants that allow for constant performance at the highest level. In hydraulic cranes, protection from wear and from deposits in moving mechanical parts helps to maintain mechanical efficiency.

Fassi has therefore created Cranelube lubricants, which guarantee both the continuous efficiency of the crane over time and the long-term profitability of the investment. With Fassi lubricants, it is easier to reduce operating costs, avoid breakdowns and prolong crane life.

"Contributing to the improvement of our customers' potential competitiveness is for us an important objective and with the right lubrication for productivity we can achieve this," explains Rossano Ceresoli, research and development manager for Fassi Cranes. "With our lubricants we guarantee








substantial protection for those crane components that are the most susceptible to mechanical wear, maximising profitability and minimising the costs of maintenance, repair and replacement of our cranes".

Unlike natural lubricants (principally derived from vegetable products), X-BiOilife products can be used at high temperatures without the risk of scaling and blocking of the pump. Their natural resistance to oxidation allows for long intervals between changes. The natural viscosity index renders the products multigrade, eliminating the need for oil changes between summer and winter periods.



Together with the X-BiOlife oils, Fassi now offers the possibility of delivering cranes pre-loaded with biodegradable oils, thus avoiding the costly and time-consuming re-configuration of the hydraulic system for the switch from traditional to biodegradable oils.

The use of X-biolife oils provides the following advantages:

-  • long period of usage
-  • highly adapted to filtering
-  • rapid reduction of foam
-  • rapid separation from condensation
-  • high resistance of lubricating film
-  • increase in mechanical component lifespan
-  • excellent resistance to oxidisation



CraneLube Lubricants

X-Dry (EP2)

Special synthetic water-resistant grease. For long-term protection of electrical contacts.

A complex grease specially designed for increased lubrication performance in applications involving substantial exposure to water. Perfect for efficient performance and lubrication at low temperatures.

X-Gear (EP 2)

Special synthetic grease for rack mechanisms and gears.

A highly adhesive synthetic grease, completely water-repellent, with enhanced wear-resistance properties. These properties, combined with excellent capacities for adhesion to metal, make X-Gear ideal for gears that are heavily loaded at low speeds, even in high temperature situations.

X-Slide (EP 2)

Special synthetic grease for boom guides and bushings.

High viscosity synthetic grease. X-Slide has been developed specifically for the lubrication of crane boom guides, linchpins and bushings. Highly water-repellent, with anti-oxidisation properties, X-Slide allows for lubrication intervals up to six times longer than traditional grease lubricants.



Cranes go ONLINE with the Internet of Cranes®



Fassi innovation has created a dialogue between operators and cranes, exploiting the great potential of the web

Cranes&WEB

The Internet of Cranes® improves and enhances the use of the crane thanks to a series of web applications which render the working relationship between Fassi cranes and their users more informed, immediate and intuitive

Fassi has joined the world of the Internet of Things; the world in which objects go online, improving their functional logic to make people's lives easier. This has been done via a dedicated and patented project called "IOC - Internet of Cranes®", which represents a revolution in the dialogue between operator and crane, exploiting the opportunities presented by the web.

With this new system, the operator is given constant technological support. The optimal working conditions of the crane are protected by a greater level of assistance made possible via a faster information system.

It has a dedicated electronic circuit board interfaced with the digital logic of the crane through CAN communication, fitted with a



FASSI "IOC"

SYSTEM ALLOWS A WHOLE SERIES OF FUNCTIONS



INSTANT GEOLOCATION OF THE CRANE AND ITS STATUS
(ACTIVE/IDLE)



REAL-TIME DIAGNOSIS



ANALYSIS OF THE RELIABILITY OF THE MACHINE



PREDICTIVE MAINTENANCE



WORKING CONDITIONS OF THE MACHINE



MONITORING OF RESIDUAL LIFE



SOFTWARE UPDATES

GSM-GPRS module, and a cloud server that processes the data transmitted by the crane, accessible via a dedicated web portal.

"Thanks to this electronic circuit board, information on the status of the crane can be remotely accessed, allowing for endless improvements in the operator's work," explains Rossano Ceresoli, Research and Development Manager of Fassi, "including: remote analysis of the machines' data; ease of software upgrades; usage status of the crane; and predictive maintenance."

The Internet of Cranes® developed by Fassi, will therefore become an important information tool for operators in their daily activity. Additionally, via the DMA (Dynamic Maintenance Assistant) function, Fassi has also focussed on the safety of the machine, offering the user the opportunity to be kept informed of any maintenance requirements. These features are based on the capacity to evaluate data pooled by other identical cranes or cranes with similar components.



The Internet of Cranes® has been made possible via a dedicated electronic circuit board interfaced with the digital logic of the crane through CAN communication, fitted with a GSM-GPRS module, and a cloud server that archives the data transmitted by the crane, accessible from a dedicated web portal.

Internet of **THINGS**

The Internet of Things is an expression coined a few years ago that defines the possibility to connect equipment and devices to receive and transmit information via the internet.

The objective of connecting objects is, in general, to make life simpler by automating processes or by providing us with information that was not previously available online. Currently – according to the research firm Gartner – there are approximately five billion objects connected, a number expected to grow to 25 billion by 2020. Other sources estimate that the number of connected devices is currently between eight and 10 billion worldwide.

On “TOUR” with the new Fassi demo vehicle



From Germany, a pilot project enabling new German Fassi customers to see and try out the F545RA.2.25 first-hand

DEMO vehicle

The new Fassi Laderkrane project was presented at the Bauma Fair in Munich. It is centred on a vehicle which brings together several different companies, products and services, united by the quality and efficiency of Fassi





"Fassi is very well known in Germany in this sector and we certainly do not want to stop there: on the contrary, we want to grow, and we are certain that the investment made in this marketing initiative can become another stepping-stone for the Fassi brand."



The F545RA.2.25 was set up on a Mercedes - Benz Actros 2545L 6x2 truck

Experience first-hand the excellence of Fassi cranes, test them directly and immediately understand their potential. It's a new way to demonstrate Fassi's connection with the customer and to further promote the worldwide growth of the brand. The idea originated in Germany, with Wolfgang Feldmann, executive officer of the German branch of Fassi, who, at the international Bauma Fair in Munich, presented a new demonstration vehicle that the company is using to enable German customers to try out Fassi cranes. The demo vehicle is a Mercedes-Benz Actros 2545L 6X2 truck fitted with a F545RA.2.25 crane, put together by the Kranotec centre.

How did the demo vehicle project come about?

By following the basic rule of selling: "If a customer can try something themselves, they will remember the product and understand it better by 90%", we decided, together, to have a demo machine for the German market which would allow us to explain and show, in a practical manner, the excellence of Fassi in our country. Over the past year we have experimented with something similar: we hired a truck, with a driver, we fitted it with a crane, and we went to visit customers directly. With this vehicle we held various demonstrations and had notable success, as evidenced by the numerous orders taken.

The demo unit that we presented at Bauma is a combination of several products and suppliers: the new Fassi F545RA.2.25 crane, the auxiliary underframe and body made by the Fassi installation centre Kranotec, and the truck

chassis made by Ebert Rental. The truck is a Mercedes-Benz Actros 2545L 6X2 fitted with a Fassi F545RA.2.25 and a 6,63 m body frame. In December 2016 the vehicle was taken over by our customer MH Bau & Veranstaltungs Service GmbH.



Wolfgang Feldmann,
executive officer of Fassi Ladekrane GmbH

Why is the demo vehicle such an important project for the German market and your business now?

Fassi is very well known in Germany in this sector and we certainly do not want to stop there: on the contrary, we want to grow, and we are certain that the investment made in this marketing initiative can become another stepping-stone for the Fassi brand. Satisfied customers represent an opportunity to increase our potential. Instead of spending money just on advertising, we are investing in this demonstration unit.

What are your most realistic expectations?

We definitely expect an increase in sales. We met and invited companies who, until now, have never bought

Fassi cranes, and I am convinced that the best way to promote the product is giving them hands-on experience of the technology, the efficiency and the perfection of the machines and, in particular, our demo vehicle.

What is the target market for this promotional campaign?

Our demo unit has been designed specifically for operators in the container transport sector. As this market segment is our prime target, we asked ourselves how we could reach it. The answer was: by opening the door and going in. Once we introduce the Fassi brand, selling it in different sectors will be much easier. We must also not forget all of our products in the world of lifting. Thanks to the wide range of cranes, we are now a supplier that can respond to any need.

At Bauma 2016, Fassi presented many new cranes and services. It's another demonstration of the fact that Fassi is always ahead...

Having new products has become an obligation for events of this level. With our participation in the Bauma exposition, we had the honor and the chance to show them to customers and distributors from all over the world. The product represents its manufacturer and our products show how much Fassi is now so closely bound to the market. We must also not forget our services. Personally, I am very curious to see how certain aspects will develop, in particular the Internet of Cranes®- IOC: these three letters represent massive technological potential for the future of this sector.

DEMO VEHICLE

- Fassi F545RA.2.25
- Auxiliary underframe and body frame made by the Fassi Mounting Competence Centre Kranotec
- Truck chassis made with Ebert Rental
- Mercedes-Benz Actros 2545L 6X2 truck
- 6,63 m truck bed



Fassi LADEKRANE GMBH



The German branch of Fassi has been responsible for the German market since January 1996. The Fassi Ladekrane GmbH sales and support network currently has nearly 40 partners. The central warehouse is in the Rhine-Main region; the headquarters are in Gründau-Rothenbergen. As well as supplying spare parts, the German branch is responsible for training the technical personnel of distribution partners throughout Germany. With a small but efficient team, the branch supports the activities of all Fassi distributors in Germany.

Walker Crane Services deliver their 1,000TH FASSI CRANE, an F820RA for Webster Miller Ltd



It started with an order for a pair of F140s at the SAIE Show in Bologna in 1996. Twenty years on, Sales Director Tony Hitchcock placed Walker Crane Services' 1000th crane order with FASSI - an F820RA for Essex-based Webster Miller

The **F820RA**

The F820RA has six extensions with a lifting capacity of 3970Kg at 16m, allowing the crane to easily lift the second 3.5t generator without the need to jack-knife the draw bar trailer





Walker Crane Services have been Fassi's main dealer for the South-East of England for 20 years. Their first order was for a pair of F140s at the SAIE Show in Bologna in 1996.

In October 2015 Sales Director Tony Hitchcock placed his and Walker's 1,000th FASSI order, the F820RA for Webster Miller. The crane was installed to the Scania chassis complete with additional front stabilisers by Collier Truck Builders. They also manufactured and installed the bespoke body.

Colliers have been a close working partner of Walker Crane for over ten years.

The crane is seen here out on its first job delivering generators to the Brands Hatch racing circuit.

The F820RA has six extensions with a lifting capacity of 3970 Kg at 16 m, allowing the crane to easily lift the second 3.5t generator without the need to jack-knife the draw bar trailer.



As a FASSI dealer since 1996 Walker Crane Services have grown steadily to become the leading truck loader crane supplier in the South East of England. From their depot at Thurrock they operate a fleet of service vans covering the whole of London and the South East.



The F820RA belongs to the xhe-dynamic range and maximises the performance potential granted by the HD5 design class. The performance increase achieved is indeed remarkable: the F820RA xhe-dynamic has an increase of +8% tonne metre capacity over the F800RA. This increased performance is achieved with no increase in weight over the F800RA and with a price difference of just +5%. The xhe-dynamic range comes as standard with the new FX900 control system featuring a touch display screen and FSC-SII stability control, as well as carbon look covers.



The F820RA xhe-dynamic has an increase of +8% tonne metre capacity over the F800RA. This increased performance is achieved with no increase in weight over the F800RA & with a price difference of just +5%

Webster Miller is an Essex based haulage firm with a fleet of Scania Trucks fitted with FASSI cranes from 36 -82 tonne metre. They specialise in the transport of cabins, plant, machinery and steelwork. The company is managed by two directors, Simon Steptoe and John Miller. The firm was founded back in 1970 by John's father, Colin Miller, and Simon's father joined soon after. The company have been using FASSI products since 2006 with all the cranes supplied by main dealer Walker Crane Services.



The assignment to photograph the 1,000th FASSI was given to Christopher Arrondelle. Chris was part of the London South Bank University team that recently completed the 2017 FASSI calendar shoot in Italy. A self-taught photographer and mature student, Chris was also a FASSI crane operator in his previous career. This made him the obvious choice for this important task.

Fassi scores with the **ITALIAN** **NATIONAL** football team

A four-year deal with the Italian Football Federation: including the "A" and Under-21 national teams. A great opportunity to raise Fassi's profile in the run-up from the 2016 European Championships to the 2018 World Cup.

Upcoming **MATCHES**

Over the course of the four-year period together, Fassi Cranes and the Italian Football Federation will demonstrate a different kind of teamwork, beginning with the upcoming qualifying matches for the 2018 World Cup in Russia.



OFFICIAL PARTNER



With its 3.5 billion fans, football is the most popular sport in the world: the most watched and the most loved. It is also probably the most played, with more than 240 million people estimated to play football regularly across more than 200 countries. This is a world that shows

no sign of crisis. Quite the contrary, considering the growing popularity of the sport in North America, India and China.

Fassi has, for some time, been investing in the world of sport, positioning its brand name alongside world-class domestic teams such as AC

Milan and Inter Milan, but it is now taking this brand promotion to the international level. Since 2015, the company that is the standard-bearer in the field of lifting for products "Made in Italy" has joined forces with the Italian national football team, which, with four World Cups to its name, is second only to Brazil and on a par with Germany.

It is an important step in terms of visibility and exposure, which sees the pairing of two institutions who each carry the Italian flag throughout the world, sealed by an agreement signed between Fassi and the Federazione Italiana Giuoco Calcio – the FIGC or Italian Football Federation.

The deal runs for four years and places Fassi alongside

the main national team managed by Giampiero Ventura, as well as Luigi Di Biagio's Under-21 team, in the long competitive journey that will lead the Italian players through from 2016 European Championships in France up to the primary objective of the 2018 World Cup in Russia.

"The agreement with the FIGC," announced Giovanni Fassi, Executive Officer of Fassi Gru SpA, "consolidates a long-term rapport between Fassi Cranes and the world of Italian Football, which has developed over past years through collaboration with top clubs in Serie A, the highest league of Italian football. Being at the side of the two most important Italian national men's teams is a source of pride for



"The agreement with the FIGC consolidates a long-term relationship between Fassi Cranes and the world of Italian Football"



ITALY QUALIFICATION WORLD CUP 2018

Match	Teams	Date	Time
Match 1	Israel - Italy	5th september 2016	08.45 p.m.
Match 2	Italy - Spain	6th october 2016	08.45 p.m.
Match 3	Macedonia- Italy	9th october 2016	08.45 p.m.
Match 4	Liechtenstein - Italy	12th november 2016	08.45 p.m.
Match 5	Italy – Albania	24th march 2017	08.45 p.m.
Match 6	Italy – Liechtenstein	11th june 2017	08.45 p.m.
Match 7	Spain – Italy	2nd september 2017	08.45 p.m.
Match 8	Italy – Israel	5th september 2017	08.45 p.m.
Match 9	Italy – Macedonia	6th october 2017	08.45 p.m.
Match 10	Albania – Italy	9th october 2017	08.45 p.m.

Fassi and the motivation to reach the ambitious objectives in the industrial world that our national teams are aiming for in the world of sport.”

Over the course of the four-year period together, Fassi Cranes and the FIGC will develop an articulated synergy which will lead to a better use of the numerous opportunities for promotion which the pairing with an icon of Italian sport will certainly offer. The premises are excellent and we will not have to wait long for the opportunities, beginning with the upcoming qualifying matches for the 2018 World Cup in Russia.



2016 in the seat at the SUPERBIKE WORLD CHAMPIONSHIP

Fassi has confirmed its sponsorship of the 2016 Superbike World Championship. It is a journey that takes the company to four continents astride a championship which in past years has guaranteed plenty of opportunity for visibility and more.

As well as Superbike, Fassi will also be a partner of the WSS Super Sport World Championship and the European STK Superstock Championship, respectively the world championships for highly modified 600cc production motorbikes and the championships

for slightly modified 1000cc and 600cc production motorbikes.

Over 14 weekends of extremely high-tension, customers will meet marketing & sales network staff in the Sbk paddocks to share a common passion and watch the ever more exciting challenges.

After the dominance of the English riders and Kawasaki bike in 2015, the revival of Italian and Spanish bikes and riders is much anticipated. Ducati and Aprilia are particularly keen to get back on the front line.

14 stages in four continents in which Fassi will be an international level sponsor and a main player

Fassi SPONSOR

Once again Fassi is sponsoring the Superbike World Championship. An important opportunity for visibility for the Italian company among paddocks, races and shared passions



Superbike World Championship 2016, Fassi once again sponsor of the race



Fassi sponsor of 14 stages of Superbike World Championship

This year, the championship regulations reflect an important modification. There will no longer be two races run on Sundays as was the case in the past. The first will now be run on Saturday. The 2016 calendar includes races in four continents, while the Italian stages are in Imola on 1 May, Misano on 19 June, and Monza on 24 July.



Over 14 weekends of extremely high-tension, customers will meet marketing & sales network staff in the Sbk paddocks to share a common passion and watch the ever more exciting challenges



Superbike World Championship CALENDAR 2016

● 26 - 28/2	Australia: Phillip Island
● 11 - 13/3	Thailandia: Chang
● 01 - 03/4	Spain: Aragon
● 15 - 17/4	Netherlands: Assen
● 29/4 - 01/5	Italy: Imola
● 13 - 15/5	Malaysia: Sepang
● 27 - 29/5	U.K.: Donington
● 17 - 19/6	Italy: Misano
● 08 - 10/7	U.S.A.: Laguna Seca
● 22 - 24/7	Italy: Monza
● 16 - 18/9	Germany: Lausitzring
● 30/09 - 02/10	France: Magny Cours
● 14/10 - 16/10	Spain: Jerez
● 28 - 30/10	Qatar: Losail

Fassi innovation comes to YOUTUBE



The FassiGruTV channel has been active since 2012 and boasts more than 3,000 subscribers. It is an international social platform which promotes the excellence of the Italian company and the best stories about its cranes

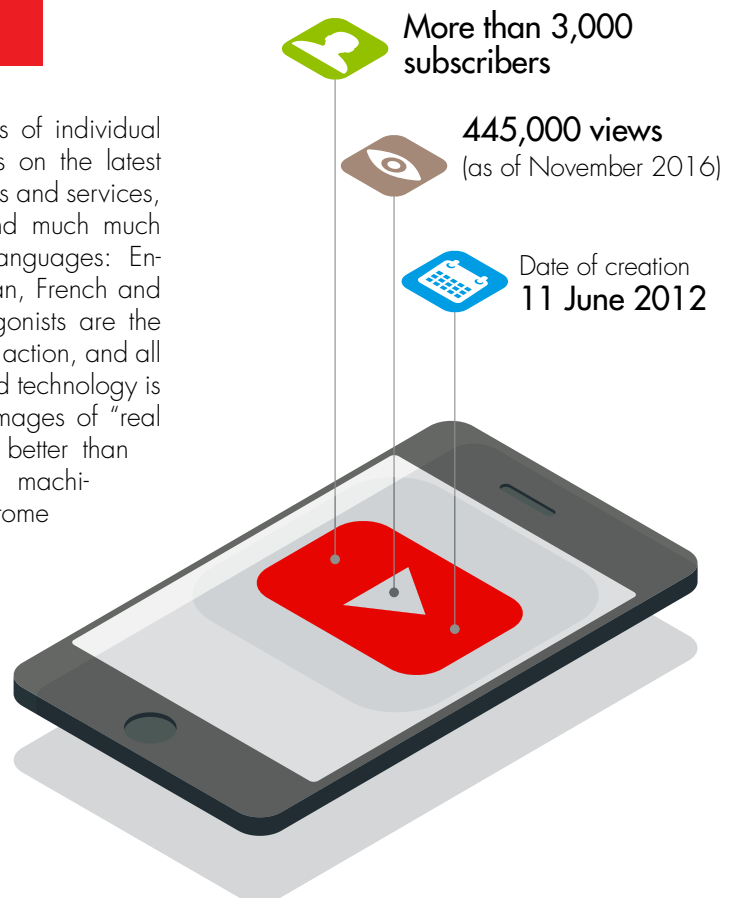
The **STRENGTH** of YouTube

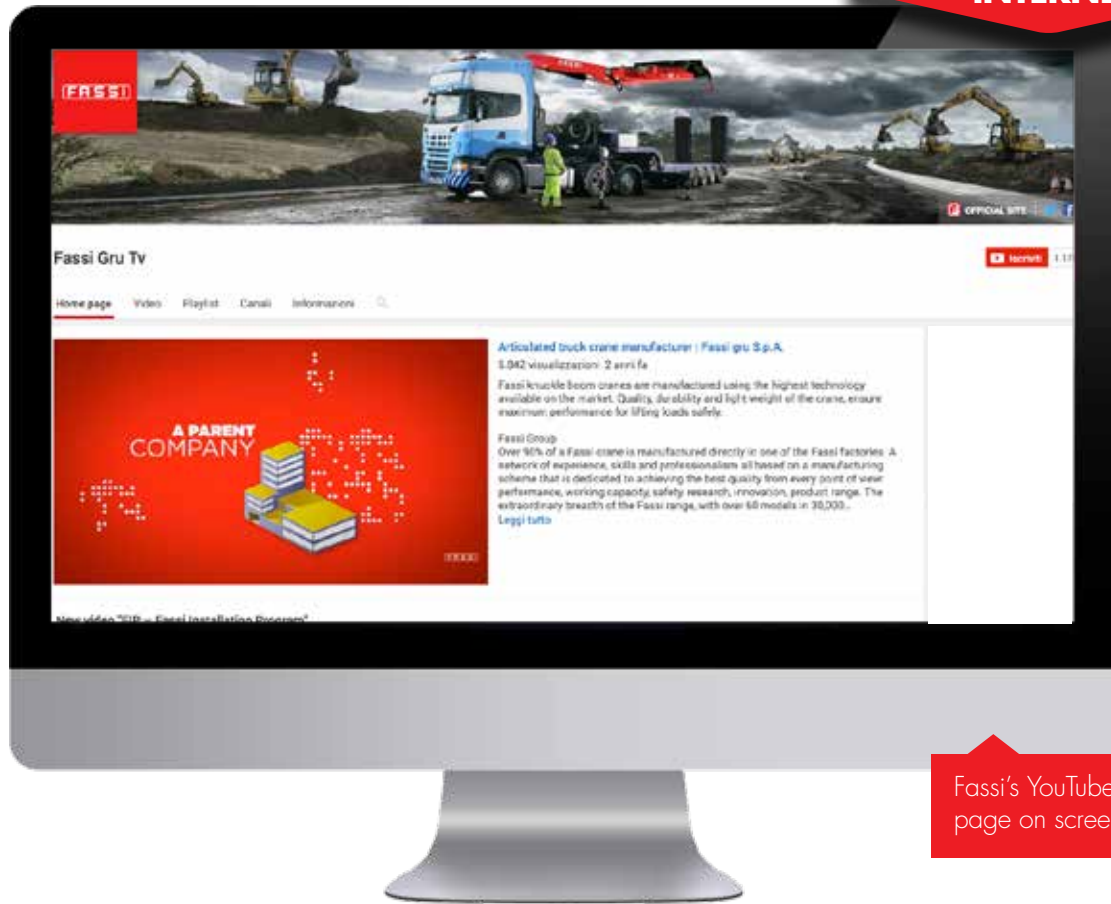
YouTube has more than one billion regular users, almost a third of all internet users, and every day people watch hundreds of millions of hours of video on YouTube, generating billions of views

The future of communication will feature more and more videos. It is a trend that has seen continuous growth, confirmed by the one billion users signed up to YouTube. And the latest estimates predict that by 2019 internet traffic will be 90% generated by video. Recognising this trend, Fassi has made it one of its main channels of communication since 2012. Over these past four years, the world leader in the lifting sector has registered record numbers. Here are a few: more than 445,000 views, approximately 3,000 subscribers and dozens of videos uploaded.

The "FassiGruTV" channel is a truly international social platform which presents Fassi's excellence: advertising campaigns, promotional

videos, presentations of individual crane models, focus on the latest technological systems and services, company videos and much much more, all in five languages: English, Italian, German, French and Spanish. The protagonists are the cranes themselves in action, and all of the most advanced technology is presented through images of "real lifting" which show better than anything why Fassi machines are truly the epitome of innovation.





It is the immediacy and effectiveness of video communication that makes this channel an important tool for business development. The YouTube platform alone registers two billion views

every day and the number of hours that people spend watching videos on YouTube has grown by 60% in the last few years. In line with this trend, the quality that Fassi has made the

common thread in all of its content has become ever more important: professional videos, designed in detail and capable of telling a story. The story of innovation "Made in Italy".

VIDEO TREND DATA



1. Hundreds of millions of users from all around the world upload hundreds of thousands of videos every day.
2. YouTube traffic represents 10% of all internet traffic
3. Every day there are two billion video viewings
4. 70% of Youtube traffic is from countries outside of the USA
5. YouTube is localised in 25 countries and in 38 languages
6. Italy accounts for approximately 4% of the total number of visits to YouTube

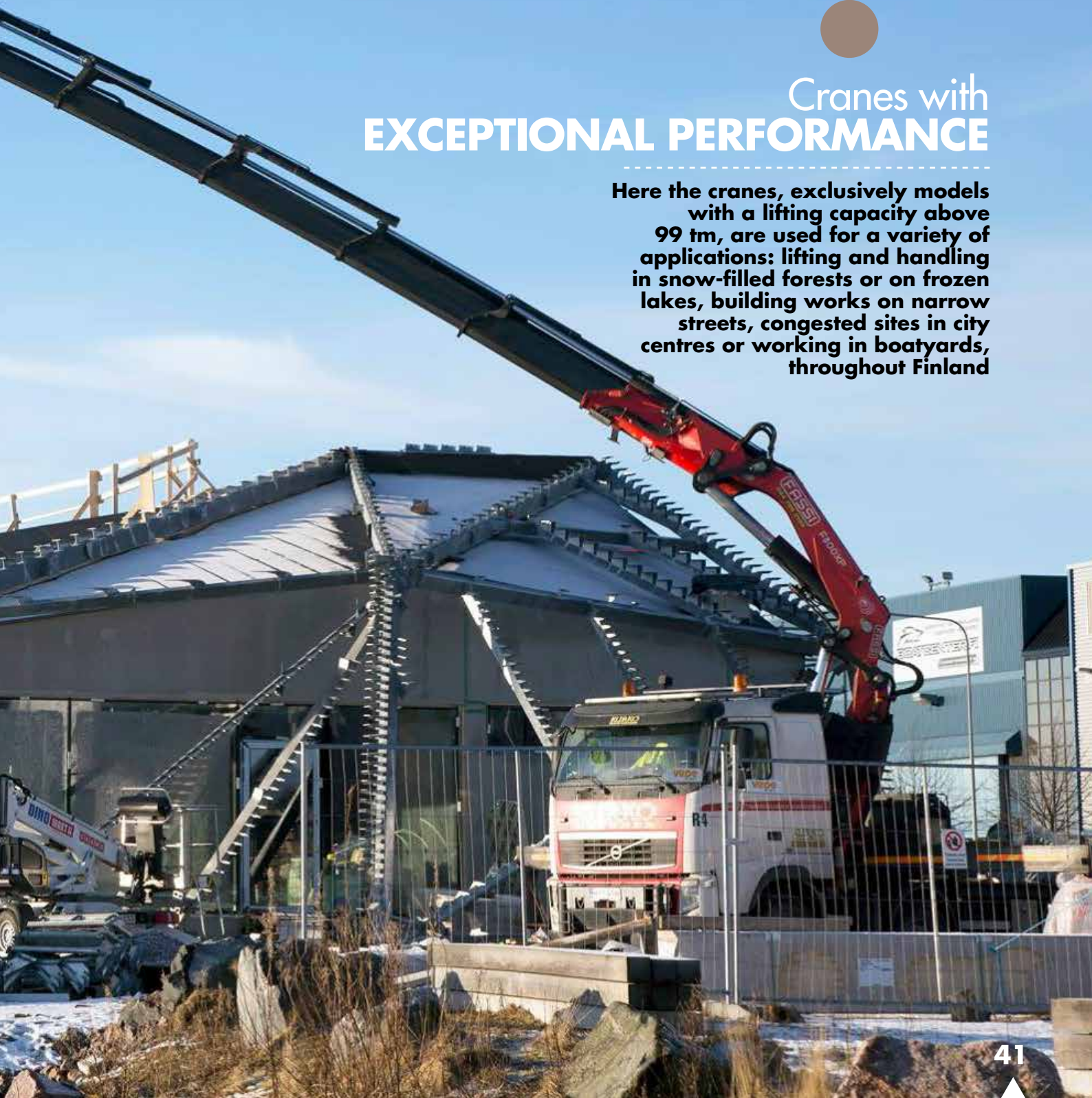
Top of the range Fassi cranes in action in FINLAND



The company Kurko uses more than 40 Fassi cranes, often in critical conditions: extreme temperatures, difficult environments and very technical areas and terrains

Cranes with **EXCEPTIONAL PERFORMANCE**

Here the cranes, exclusively models with a lifting capacity above 99 tm, are used for a variety of applications: lifting and handling in snow-filled forests or on frozen lakes, building works on narrow streets, congested sites in city centres or working in boatyards, throughout Finland





As of today, Kurko has approximately 40 Fassi cranes, all with a lifting capacity of more than 99 tm. The latest arrival is the F2150RAL, which brings together all the features and know-how of the previous top-of-the range models

The history that binds Fassi and Finland is born of the collaboration between the official Fassi dealer in the country, Grutech Oy and one of its main customers, Kurko-Koponen. The first has a 20-year history behind it; the second has 55 years of experience in the world of lifting and cranes.

For both, Fassi has become the brand of choice and a synonym for guaranteed quality, efficiency, reliability and performance - even in extreme conditions - thanks to cranes capable of adapting to any situation. This is crucial in a country like Finland, where it is not unusual to go from 30 degrees in the summer to -30 degrees during the winter season. Here, the cranes, exclusively models of more than 99 tm capacity, are used for a variety of applications: lifting and handling in snow-filled forests or on frozen lakes, building works on narrow streets, congested sites in city centres or working in boatyards, throughout Finland. "We have been working for years now with Grutech and Fassi," explains Juha Koponen, President and CEO of Kurko. "In 2008 Mr Juha Paukkunen invited us to visit a Fassi factory in Italy and

during the visit we were convinced of the quality and strength of the Fassi brand, and we purchased our first Fassi crane, an F800RA. Since then it has been a crescendo of trust, of cranes purchased and customers acquired. The reason? It's simple, the products are reliable, they work excellently and their after-sales service is one of the best."

As of today, Kurko has approximately 40 Fassi cranes, all of more than over 99 tonne/metre capacity. "Our customers continually ask us for machines with high lifting capacities, which are versatile and which have removable boom sections," continues Koponen, "and in this Fassi is a guarantee of quality and excellent performance." This versatility is one of the added values that has led Fassi to grow all around the world, and a key characteristic that has led it to become an established brand in Finland as well. Features that make Fassi cranes such versatile machines include their reach both in standard configuration and with extensions, the power of the Fassi ProLink system, for example, which boosts lifting through an open window and working in buildings

Dealer

Grutech Ltd

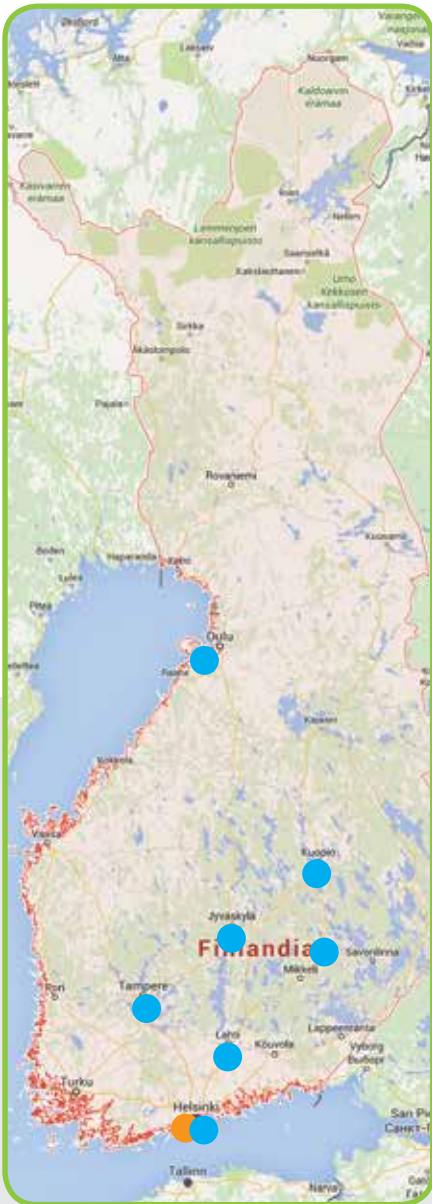
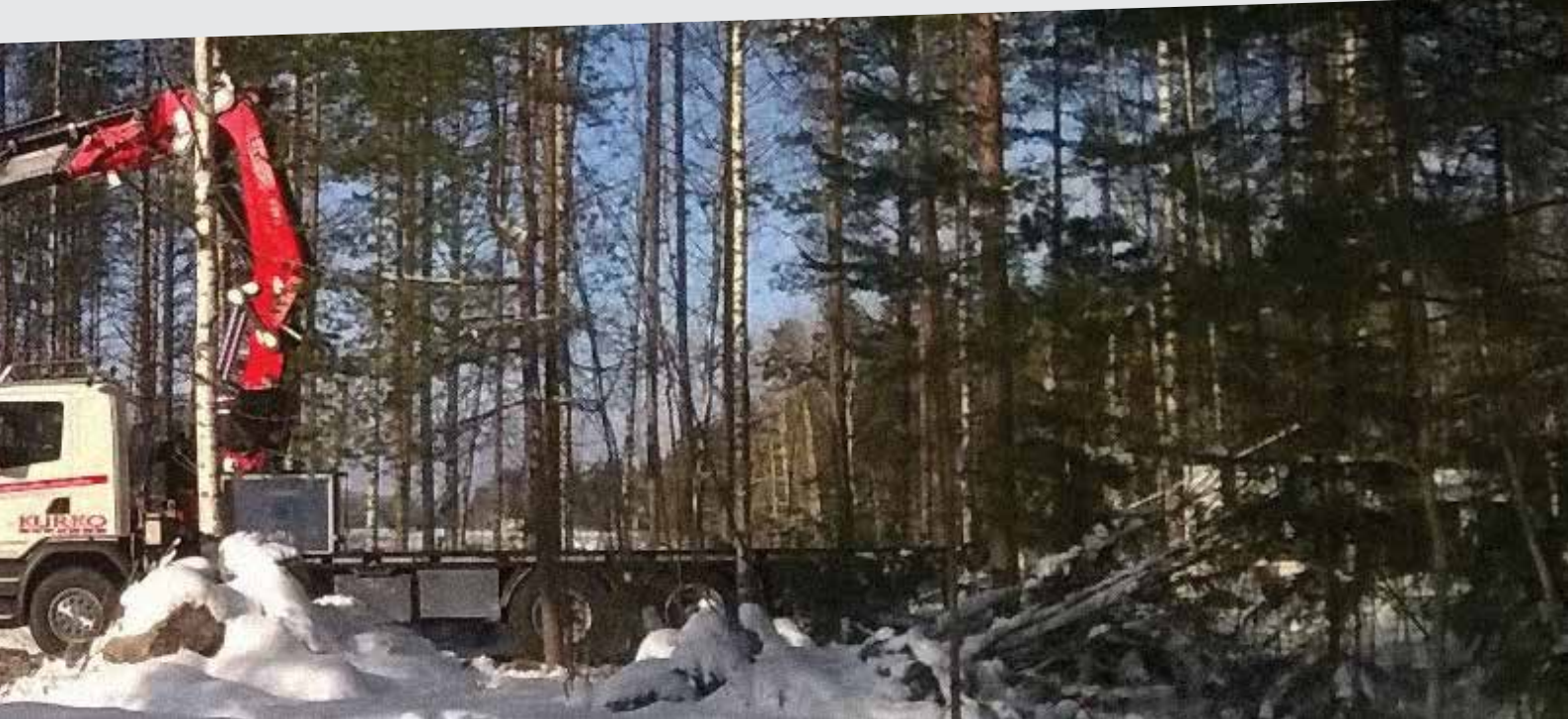
Grutech Ltd was founded in 1997. It was started by a group of professionals from the lifting sector and is exclusively dedicated to importing and selling cranes in Finland. For years now Grutech has chosen Fassi as its main partner.

Customer

KURKO-KOPONEN

Kurko has been present in Finland for just under 55 years. They now have a new specialisation. Previously, the company specialised in renting out telescopic handlers, but today its core business is based on providing lifting services throughout Finland, using knuckle boom loader cranes.





under construction, and the ability to operate in almost all climatic conditions.

"We often need to use our cranes in urban areas," continues Koponen, "that are full of obstacles and restrictions for a normal crane. But with Fassi cranes, this is all possible: the reduced overall dimensions of the arm are an advantage, as is the hydraulic extension (jib) and the

powerful winches on our cranes. An important characteristic of our machines is also the ability to work with suspended loads and to rotate 360°, which lets you lift even in front of the truck cabin."

The latest crane purchased is the F2150RAL, which brings together all the features and know-how of the F1950RAL model from which it originates, but

has even more lifting capacity thanks to the addition of the XP system. "You can never have too much lifting power or outreach," concludes Koponen. "We have worked with large mobile cranes before and the F2150RAL represents a further step forward. The model with the jib, extending reach to 41 metres, is better than a mobile crane in many situations."



