

# spirit



**ON THE DRAW**  
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**PANAMA  
CONNECTION**  
Highway renovation

**FEEDING THE  
FURNACES**  
Steelmaking in France



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Volvo Construction Equipment



WELCOME



Servicing Volvo machines at the Payant PACA dealership in the South of France

## Our dealers are one of Volvo CE's most valuable assets

A recurring theme throughout this issue is the importance of our dealers throughout the world. They do not simply sell machines, but work hard to understand our customers and their businesses, thereby serving the best interests of our clients. The significant role they play is demonstrated in our report on page 16 from the United Kingdom where Simon Milligan of SM Plant is valued by his clients both large and small for his advice on what to buy and how to make the most of their purchases.

Further afield, on page 28, we take you to the South of France where Olivier Marziano of the dealership Payant PACA stresses the importance of regular servicing so that our machines do not let our clients down by breaking down – the photograph at the top of this page is of the workshop at Payant PACA.

On the other side of the world, in our main story from Panama (p10), the dealership Comercial de Motores places considerable emphasis on operator training. CDM's clients say they really do notice the positive impact well-trained operators can have on a project.

Our dealers make a crucial contribution to our ongoing commitment to meet the expectations of customers and society as well as our business partners in terms of quality, safety and environmental care – all Volvo Group core values highlighted in our key interview on page 6 with Volvo CE's Senior Vice President for Core Value Management Jonas Jademyr.

Elsewhere in the magazine is a mix of interviews and stories from job sites in various parts of the world, including Korea (p20) and Italy (p24), as well as an insight into the development of a new machine range, the Volvo DD105 asphalt compactor (p36), which made its debut at the recent Intermat show in Paris.

For exclusive videos and extra photographs, the free digital version of the magazine is now available to download on iPhone and Android devices as well as iPad. Video coverage is also available on the *Spirit* website. No matter how you read the magazine – the print version is available to our international audience in 13 languages – why not give us your feedback via Facebook or Twitter or send us an email. Details of how to get in touch are in the left-hand column – nothing could be easier. ☺



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Global Director  
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## ON THE COVER

Volvo L220H wheel loader owned and operated by the French company André Simon © Erik Luntung

### 28 FRANCE

A family-owned and run company has worked with Volvo machines for more than 40 years



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# FROM THE HEART

Volvo CE's Senior Vice President Core Value Management has been with the Volvo Group for most of his working life

by Patricia Kelly

Less than a year ago, Jonas Jademyr exchanged the rural delights of living outside Gothenburg on a car-free island off the west coast of Sweden for the bustle of downtown Brussels. Like many expats who arrive in Belgium's multilingual, multicultural capital city, adjusting to the renowned perils of driving in Brussels was possibly his biggest cultural shock.

But apart from missing the sea and the endless opportunities for boating, Jademyr relishes this opportunity to live in the heart of a city for a change, especially one as international as this. "I always want to do new things and in my free time I love to explore," he says, citing the relative ease with which he can visit neighboring countries when not at work.

A desire to understand the complete business of the firm he works for "not only the industrial part of the company" prompted Jademyr's move to Brussels from Gothenburg, where his previous roles were engineering-based and focused mainly on product development and project management in both operational and management capacities.

Having spent his entire career based in Gothenburg, it was a wrench leaving his Swedish homeland to work abroad for the first time, not to mention the family and friends that Jademyr, 49 in July, left behind.

"You realize there are lots of things you took for granted," he says. "But overall it has been a new challenge and really fun."

## CORE VALUES

His current management position, which he took up in the fall of 2013, commuting from Sweden for a year before →

Photographs by Erik Luntang





moving to live in Belgium, gives Jademyr responsibility for developing the Volvo Group's guiding principles of quality, safety and environmental care within Volvo CE.

These core values permeate all levels of the company and involve him in all aspects of how the business functions, from operational development through to corporate social responsibility and public affairs. The biggest impact of these values, dictating the company's action and behavior, is of course on its products and their end-users – the customer.

“Volvo core values are something we want to build our brand on, and our vision for all parts of the company is to be perceived as number one in quality, safety and environmental care,” states Jademyr. “Volvo CE has a strong position today and is seen as a leader in all core values. But it is being challenged because the competition is getting tougher, so the strategic part of this job is to make sure that we understand what our customers value, what the competition is doing, and how society and technology is developing and put all that together and plan accordingly.”

Of the three, quality has traditionally been the most competitive area, says Jademyr, but safety and environmental care are closing the gap. “All the premium brands want to be perceived as number one in quality. When it comes to safety and environmental care we are seeing a shift in society expecting companies to take more responsibility for the environment and more social responsibility. “I think many companies understand that doing business in the future means building products that are safe for society,

safe for our operators and safe for people living in society – and that forces companies to focus on these areas which means competition gets tougher.”

They want to know how we are rated by external audits. “One of the challenges is developing products suitable for all kinds of customers, while focusing on core values for customers who really value them.”

Generally speaking, customers in the mature markets of Western Europe and North America are willing to pay for environmentally safe products, says Jademyr, while competition is more focused on value for money in other parts of the world. But he says that is quickly changing.

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**TOP SPOT**

Ultimately, the customer is the final judge, says Jademyr, but he considers Volvo has a head start on the competition when it comes to the company's core values combination.

“We have worked with these values for such a long time that we have them at the front of our minds,” he says. “It is part of the company culture and it will certainly take a while before our competitors can match this strength of always thinking in those terms.”

Jademyr concedes there are some customers who do not really care and will do anything to get the job done. “But then there are other companies, including our big key accounts, and they do ask what we are doing in the area of occupational health and safety, and they do want to know what we are doing in corporate social responsibility.

They want to know how we are rated by external audits. “One of the challenges is developing products suitable for all kinds of customers, while focusing on core values for customers who really value them.”

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“Over time I think that doing business in the future means building products that are safe for society,” he says. “Taking China as an example, society there is moving at a rapid pace towards developing quality rather than quantity with a much bigger focus on environmental care.”

**HIGHLIGHTS**

As with many Volvo engineers, both then and now, Jademyr spent his first year with Volvo as an assembly worker learning about the company and its products.

That was in Gothenburg with Volvo Trucks where he spent a further six years in engine development.

A 26-year Volvo veteran, there was a two-year stint with another engineering company – one of the key accounts was Volvo CE – before Jademyr found his way back to Volvo Trucks in 1996 and engine development.

With the acquisitions of Mack and Renault, a major reorganization led to Volvo Powertrain, where Jademyr first had product development responsibility and then program management duties for Volvo Group heavy duty engines, followed by product range responsibility for Volvo Trucks in 2005.

In 2011, he took over and finalized significant technology upgrades for the successful Volvo FH truck range, relaunched in 2012. Jademyr describes the two-and-a-half years he spent on the FH relaunch as one of the two highlights of his career.

“It was a huge project, the biggest in Volvo Trucks at the time, and big even for the Volvo Group as a whole,” he says.

“I went from an executive position back into operational work. It was a big learning curve and a huge challenge. I discovered a lot more about the products, but most of all I learned how to run a really huge project.”

**LIFE'S WORK**

Jademyr is equally enthusiastic when describing an earlier role as technical product leader on the development of the D9 engine which he worked on for 38 months from concept through to launch, a rare opportunity.

“New engines are not developed very often,” he explains. “Work on them is often more to do with their improvement and evolution.

“When I first started in engine development in 1989, everything was very mechanical – there wasn't much in the way of electronics. These days, we have to think more about production efficiency and aftermarket. Today, resources and product development are spread out over the world, and the Volvo Group has become much more global; technology has become more advanced and more complex.

“The organizational structure has also become more complex. In some ways this is good and necessary, but in other ways it places bigger challenges on our resources and the way we work.”

**OUR VISION IS TO BE PERCEIVED AS NUMBER ONE IN QUALITY, SAFETY AND ENVIRONMENTAL CARE**

**DOING BUSINESS IN THE FUTURE MEANS BUILDING PRODUCTS THAT ARE SAFE FOR SOCIETY**

Visit the *Spirit* website or download the *Spirit* app to see the video interview



# ROAD TO PROSPERITY

No less than 28 Volvo machines are deployed on the renovation of a stretch of the legendary Pan-American Highway →

*by Julian Gonzalez*

*Photographs by Dan Bigelow*





Connecting vast oceans and stretching 77km across lush landscapes and waterways, the Panama Canal is evidence of what great engineering can accomplish. Today, 101 years after the completion of this modern marvel of the times, Volvo Construction Equipment is helping pave another vital path across Panama by facilitating the modernization of the nation's main transit artery, the Pan-American Highway.

With a price tag on the entire project of more than US\$900 million (€823.9 million), Odebrecht is one of five companies hired by the Panamanian government to renovate and widen the 185km stretch of highway that connects the western cities of Santiago and David.

Odebrecht is responsible for the longest section of the well-worn road that runs from Santiago to Vigui, a distance of 71km that is just 6km shorter than the entire length of the Panama Canal.

"There will be a lot of communities [seven] that will greatly benefit from this project, which will also help the tourism industry as this road takes commuters all the way to Costa Rica," says Victoria Palacios of corporate communications at Odebrecht. "This project will have a huge national and international impact. This is very important to us because we're helping unite these communities in many ways."

## HARMONY

Headquartered in Salvador, Brazil, Odebrecht has a global presence in 21 countries, across four continents that encompass 15 businesses. With its expansive construction acumen, Odebrecht decided to tackle the Santiago-Vigui project with an extensive inventory of Volvo machines: eight EC220DL excavators, three EC380DL excavators, two MC70C skid steer loaders, five G940 motor graders and 10 BL60B backhoe loaders. Their combined effort will help convert the well-beaten highway – which currently resembles a multicolored quilt of asphalt patches, concrete and holes – from two to four lanes while also adding four new vehicle bridges and seven pedestrian bridges. With a time frame of three-and-a-half years to complete the project, Odebrecht found that Volvo CE was the ideal partner in terms of meeting the August 2017 deadline and reaching expected results.

"For such a long project, fuel saving is huge. We might have these machines running for 5,000 to 6,000 hours. Let's say that if each machine only uses one gallon of fuel per hour during our time here, we're going to save a lot of resources," says Claudio Da Silva, equipment supervisor at Odebrecht for the Santiago-Vigui project.

As Da Silva further explains, low fuel consumption and state-of-the-art equipment is optimum, although that counts for nothing if the operators are not properly trained. He cites the EC380DL excavator which completes a cycle faster than any other excavator of its size. When the Santiago-Vigui route calls for an estimated 5,387,018m<sup>3</sup> of earth to be scooped, turned and dumped, a well-trained operator is priceless. →



Odebrecht equipment supervisor Claudio Da Silva



There are two Volvo MC70C skid steer loaders on site



Volvo CE's Justo Santos



Five Volvo motor graders are deployed on the project



German Diaz of the Volvo CE dealer CDM



A total of 11 Volvo excavators are used on the project





Some of the ten Volvo BL60B backhoes working on this stretch of the highway

“We can actually notice the difference. They work very fast. We recently told the local Volvo CE dealer that our operators needed more training in the hope of improving the efficiency and speed at which they work,” says Da Silva. Local Volvo CE dealer Comercial de Motores SA (CDM) places considerable emphasis on the importance of operator training and the positive contribution that it makes to a project.

“If you have a well-trained operator who knows how to position the machine correctly, scoop the dirt and make the turn to fill the truck, it leads to a lower consumption of fuel,” explains Justo Santos, area manager for road machinery at Volvo CE Latin America. “A common problem in most Latin American countries is getting well-trained operators. Unfortunately, if you have a very well-trained operator there is a chance they could leave for a higher-paying job. But if you have a machine that is easy to master you can train any operator for two or three hours and you won’t have that problem but you will have a continuous workforce.”

### CABIN FEVER

With the tropical storm season quickly approaching the Panamanian shoreline, working around the clock has become the norm for the 1,600 employees involved in the project. Odebrecht has also made sure that for safety and maximum comfort all their Volvo machines are equipped with closed cabins.

“We have other equipment brands in our fleet and you can’t compare the cabin comfort of those to Volvo, which have air-conditioning, a radio and you can barely hear the outside noise,” says Da Silva. “A happy operator works harder and is more efficient.”

Some have even told the local dealership that working in the cabin of a Volvo machine is like working in a spaceship. Operator Jose Montezuma, who spends countless hours in an EC380DL excavator, agrees: “To tell you the truth, I wouldn’t change the comfort of this Volvo machine for anything else. It’s great.”

### ON CALL

While its advanced technology and fuel savings lead the industry, Volvo CE support has also been key for Odebrecht. Tasked with laying 838,373m<sup>3</sup> of pavement and sub-pavement, 63,095m<sup>3</sup> of concrete and more than 400,000 tonnes of asphalt, and with Panama City more than three hours away to the east, the Brazilian company wanted quick answers to the potential problems of servicing machines in areas hours away from the capital.

“The great thing is that Volvo CE has a distributor close by. With one call they’re here quickly to help us. They have all the parts on hand in case we need them. It’s very reassuring to know that they have every thing we need to keep our Volvo equipment running all the time,” says Da Silva.

## THIS ROAD WILL HAVE A HUGE NATIONAL AND INTERNATIONAL IMPACT



All the machines are equipped with closed cabins

“Odebrecht told us that our support system and the speed with which we replace a broken part far exceeds our competitors. They tell me things that I already know and it makes me proud,” says German Diaz, of the CDM dealership.

“We have an agreement that whenever they sell one of our machines they have to have the parts for that particular machine on hand in case our customer needs it immediately,” adds Volvo CE’s Justo Santos.

### OPEN ROAD

For decades, bouncing, swerving and sudden stops in attempts to avoid potholes have become a habit for commuters using this part of the Pan-American Highway. Small trucks, hauling tall piles of bananas to Panama City, emulate footballers eluding defenders as they race to goal.

Odebrecht, with the help of the Volvo fleet, has its own goal in mind which cannot be measured by weight or distance, but rather by the impact it has on those who will be most affected by its labors.

“It’s very important, for example, for getting kids to school and their parents to and from work a lot faster. It will give them more time to spend with their families because they won’t have to leave home so early or get home so late,” says Diaz, who lives in the vicinity. “It means advancement, progress and opportunities for these communities. It means easier and quicker access and commutes to other provinces and municipalities – the commute from Santiago and David alone will be a huge improvement for everyone.”

Visit the *Spirit* website or download the *Spirit* app, available on iPhone, iPad and Android, to watch a video report from Panama





Volvo ECR50D and ECR88D excavators operated by Kelbec Civils Ltd



Volvo client Rod Cockette (left) and Volvo dealer Simon Milligan

Photographs by Andrew Dixon

# WORKING RELATIONSHIPS

Three British companies are building their businesses with tried-and-trusted partners

by Tony Lawrence

On the face of it, Rod Cockette and Leigh Stevenson have little in common: one specialises in civil engineering, the other in house building. Leigh is in his 30s, Rod his 50s. They are based in different areas of England – and they have never met.

There are, though, things that bind them together. They both work for family businesses which own and operate compact construction equipment. They both like getting their hands dirty. And they have both just bought new Volvo construction equipment.

Rod Cockette has owned Volvo machines for 15 years, since first setting up Kelbec Civils Ltd. Initially just him and his wife, today 40 people, including one of their daughters,

work for the company based in Redditch, in the West Midlands in England.

One of his work teams is busy redeveloping a street in Solihull town center, near Birmingham. On site are two new excavators – an ECR50D and an ECR88D – as well as a DD15 double-drum roller, all busy breaking up and removing the worn-out pavements and curbs.

## ON THE UP

“We have been renewing most of our machinery in the last 18 months,” says Cockette. “Confidence is returning after the economic slowdown which weeded out a lot

of the less-efficient companies in our sector. Put simply, these new Volvo machines are very good. They’re short-swinging radius machines and have the very latest Tier IV engines. They’re fitted with check valves for safe lifting. I don’t think their rivals can compare when you look at reliability, low running costs and holding their value.

“We get very little downtime from our Volvos – and downtime is costly for small businesses like ours. We have to deliver to tight timetables, and our machines also have to deliver.”

If Cockette wants a second opinion on a machine, he talks to his staff. Grant Turner, a foreman who has been with the company for 10 years, learned his trade driving Volvos. “Rod certainly does get feedback from us. Sure, there are other good machines out there, but the Volvos are top-notch,” says Turner. “They’re smooth, responsive, they punch above their weight in terms of power and they’re economical. And, crucially for an operator – especially when you spend all day in one – the comfort is second to none.”

## GOOD CHOICE

Around 112km further north, Leigh Stevenson is at the controls of a Volvo EC27C compact excavator, ripping up tree roots, shifting soil and starting the groundwork at a new construction site at Clay Cross, near the town of Chesterfield. Kirk Hallam Homes, run by Stevenson’s father Clive, plans to build nine homes here. →



Volvo dealer Simon Milligan takes the DD15 double-drum roller through its paces





Clients Leigh (left) and Ryan Stevenson (right) with Volvo dealer Simon Milligan (middle)



This is the first Volvo machine owned by family-run firm Kirk Hallam Homes



Leigh Stevenson at the controls of the Volvo EC27C compact excavator

Unlike Cockette, Stevenson's experience of Volvo is just beginning. "We've had our EC27C less than a month," he says. "It's our first Volvo, but we're sure we've chosen the right machine."

Stevenson's father runs the 10-employee business, with two fellow directors: his sons, Jamie and Leigh; a third son, Ryan, also works in the family business. Their father wanted a rival brand. Leigh Stevenson test-drove machines from three manufacturers, then talked to a friend working in the industry.

"He said that if it was his money, he would buy a Volvo," says Stevenson. "I do most of the operating. The Volvo had a nice feel – it really is a driver's machine – and it's powerful. When I test machines, I dig a hole and then drive into it. One of the other models couldn't get out again, unless I reversed it."

"The Volvo cab and seating is comfortable, the overall build is superior and there are other things which make a difference, like the way you can change attachments easily. Some people think compact machines are toys, but this is a serious bit of kit."

"Dad has had a go in the Volvo since we got it, and he agrees with me now! It has delivered what we expected – and more."

### BRANCHING OUT

There was one other key reason for buying Volvo, adds Stevenson. And that reason, he says, was Simon Milligan.

Milligan and his wife Sandie run the Volvo Construction Equipment dealership and sales company SM Plant Ltd – yet another family business based on close relationships, including sons Sam and Mikey. After a successful career with major construction equipment manufacturers and distributors, Milligan stood down as a sales director and branched out on his own. His contacts within Volvo CE got in touch and the rest is history.

Today, 15 years on, he has 18 staff – six of them Volvo CE-trained service technicians – and business continues to grow, with depots in Birmingham and Rugby and a third in Ascot, Berkshire, being developed by Milligan's eldest son, Sam.

### GREAT EXPECTATIONS

When Stevenson told Milligan which model he wanted – the two-and-a-half tonne ECR25D – Milligan asked why. "He was the only person to do that," recalls Stevenson. "The others just got out their order pads. We discussed what the machine would do, the swing radius required because of health and safety and how we intended to transport it from site to site."

"Then Simon said we needed the slightly bigger EC27C. And he's been proved right." Milligan argues that the Volvo

brand speaks for itself. People generally know it stands for quality, safety and environmental care. "Where we add value is by supporting the brand and its core values in the best way we can," he says. "In the end, it's all about trust. We have a huge variety of customers. Compact machines and their owner-operators represent a unique sector. They have their own mindset."

"It's very dynamic. People make decisions fast – once they decide on a Volvo, they want it delivered immediately. And when they phone you up at 6am with an issue, they want you there at 6.01am to deal with it! Successful owner-operators run lean businesses and work hard for their money. They can't afford delays."

"Volvo is a global brand and Volvo people never walk away. Neither do we."

I'm not just selling machines, or arranging for affordable finance or providing service agreements – I'm providing solutions. The key is how we respond to our clients' needs. I know the area. I make sure we go that extra mile every time – meeting expectations is good. Going beyond them is even better."

Or, as Rod Cockette puts it: "We look after our own machines but we leave the real servicing and back-up to the experts. If I need something then I make one call to SM Plant. That is all it takes. I know it will be sorted out. If Simon says: 'I am on to it', then I can let it go." ☞

## VOLVO IS A GLOBAL BRAND AND VOLVO PEOPLE NEVER WALK AWAY



# NO STONE UNTURNUED

Safety is the bedrock of  
quarry performance →

*by Emilee Jennings*

*Photographs by Daniele Mattioli*





As the sun rises on a winter's day in the east of South Korea, operators at the Gunwi plant sandstone quarry are already hard at work. Volvo EC700C crawler excavators and A40F articulated haulers can be spotted buzzing around the site as they go about their daily activities.

Run by Bo-kwang Industry, the Gunwi quarry in South Korea's North Gyeongsang Province operates 11 hours a day, six days a week, extracting sandstone. Once the sedimentary rock has been broken up into smaller stones, the EC700C excavators gather them up and load them on to the A40F haulers. These stones are then transported for crushing into even smaller particles and sandy powder before being shipped off to a ready-mix concrete plant.

### STAYING SAFE

A couple of years ago this bustling and industrious site witnessed a potentially fatal accident unfold. Bo-kwang Industry CEO Byung-youn Park, who oversees the day-to-day running of the business, says: "We put a lot of emphasis on safety for our employees here." Park clearly recalls the incident when an operator suddenly crashed his machine while carrying out routine tasks. "Thanks to the Volvo machine the operator was unharmed."

Safety is the number-one priority for this family-owned quarry business. "I think safety is the most important thing above all else, so we are continually training our employees about it. I make a lot of effort to inform each employee about safety issues so that they can avert dangerous situations while they are working on site."

### FAMILY AFFAIR

The sandstone quarry stretches more than 430,000m<sup>2</sup>, employing 30 production staff and nine office personnel on site, ably supported by seven Volvo machines – three A40Fs and four EC700Cs.

Park, 42, has managed the site since it opened in 2004. "My father started the quarry business 30 years ago and my brother runs the same type of business in another location which is our affiliate company."

Sandstone production at Bo-kwang Industry involves two general phases of quarrying and processing. The first step is accessing the sandstone deposits that are then excavated by the operators who locate or create small cracks in the stone. Kyoo-sung Cho, an EC700C operator explains his role: "Before the stones go into the crusher I have to sort the larger ones out."

The A40F haulers then deliver the material to a grinder to be processed into the required size before being transported to its final location.

It is important for Park to maintain productivity and cost-effectiveness on such a busy site, and he says one of his main reasons for choosing Volvo was for fuel efficiency. "We started using Volvo equipment in May 2012 in an effort to save on fuel costs. I had heard on many occasions that



The excavators load stones on to the haulers



One of three A40F articulated haulers on site

**WE PUT A LOT OF EMPHASIS ON SAFETY**



Bo-kwang Industry CEO Byung-youn Park



Operator Kyoo-sung Cho

Volvo is very fuel-efficient compared to other companies. In addition, the EC700C excavator is a very good, strong and powerful machine."

From a managerial point of view, safety and efficiency are important contributions to the smooth running of the quarry, but for the operators, comfort is high up on the wish list. Cho appreciates the comfort the cab offers when he is at the controls each working day. "The operating lever is very smooth and easy to control, and because it is quieter than other machines it is less tiring to use."

After four years of working at the quarry, this is one operator who has been won over by the Volvo machines, finding them roomy, safe and comfortable – desirable features for operators facing the daily challenges presented by the potentially dangerous environments they work in. ☑

Visit the *Spirit* website or download the *Spirit* app, available on iPhone, iPad and Android, to watch a video report from the quarry



# FRUITFUL PARTNERSHIP

Construction of a new reservoir is helping a thriving Italian fruit industry to blossom →

*by John Bayliss*

*Photographs by Jennifer Boyles*





Carlo Brentari, president of the Miglioramento Fondiario Consortium

**THE TASK IS TO CREATE AN ARTIFICIAL LAKE DEDICATED TO THE APPLE ORCHARDS**



Site of one of the reservoirs

Apples have been cultivated in northern Italy's Trento province for more than 2,000 years. The fruit growers are mostly small-scale, local producers whose family businesses date back centuries. The floor of the Val di Non Valley lies 500m above sea level, rising to 1,000m, and has a microclimate that makes the local apples unique, colourful and particularly crunchy.

In the 1980s, the growers realised that the market was being flooded with fruit that was not actually grown in the region. So the valley's producers decided to register a common name for their output to protect authentic production. 'Melinda' became the collective mark and a cooperative association took ownership of the Melinda brand, although policies on the management and development of cooperatives remained under the control of the fruit growers themselves.

The move established the apples on the market and has led to growth in the region that is envied elsewhere in Italy at a time of economic stagnation in many parts of the country.

### WATER POWER

However, development in the agro-industry has also brought with it challenges for production – not least, the need

for reliable and regular sources of water during the growing season.

To meet some of those demands, two huge reservoirs are being constructed on the mountainside overlooking the Val di Non apple orchards. Construction began in 2010 on the first in the 'Seven Larches' area which will hold 300,000 cubic liters of water when the main works have been completed in 2015.

## THE NEW E-SERIES EXCAVATORS ARE QUICKER AND HAVE LOWER FUEL CONSUMPTION

Carlo Brentari, president of the Miglioramento Fondiario Consortium, a private-legal entity to improve land in the region, says the project is operating on a broad scale. "The task is to create an artificial lake that will be dedicated to the apple fields in this valley."

And this is where a fleet of Volvo excavators owned and operated by the Misconel construction company are adding their might and muscle, shifting around 400,000m<sup>3</sup> of earth to make way for the new water feature. The water will be channeled into the reservoir from a

mountain source 1,100m above sea level. The force of gravity will then create a regulated flow through a pipeline to the valley floor's apple orchards.

"During 2015, the focus will be on testing – the basin will need to be filled and emptied to make sure everything is working properly," explains Brentari. "The team expects it

to be fully operational by March/April 2016." Three Volvo excavators from the EC480E series are busy with this part of the project, one of which was purchased late in 2014.

### FIT FOR PURPOSE

This latest model is an exceptionally efficient piece of equipment that boasts Volvo's unique ECO mode which reduces flow and pressure losses in the hydraulic system. There is also the sturdy stage IV/Tier 4 Final engine and a reinforced undercarriage. Finally, the cab's ergonomic design, sporting well-positioned controls, gives the operators a more comfortable working environment.

These three machines – the new EC480E excavator working alongside an EC480D and an EC250D – extract material from the basin and transfer it to dumper trucks for transportation. Some of these earthworks are used for landscaping around the reservoir while other loads are taken away for processing into other construction materials.

Much repurposing takes place at the Misconel headquarters in the Fiemme Valley. Once again, Volvo vehicles are much in evidence, including an L250G wheel loader and an EC300D excavator. Owner, Giulio Misconel, says he's very pleased with the Volvo CE equipment.

"The desire was to have efficient machinery to accomplish the project in the required time, which is why we have many pieces of Volvo equipment. We also decided to buy new machinery from the latest series – the new E-series

excavators meet the project needs as they are quicker and have lower fuel consumption compared to other machinery in the same category."

Matching Volvo's high values for quality, safety and the environment, Misconel says he is highly conscious of the World Heritage listing that has been awarded to the region by UNESCO. The Fiemme Valley has played host to the world ski-cross championships on three occasions, and Misconel has been involved in developing new pistes, jumps and other tourist facilities. "In everything we do, the aim is to rebuild a better-quality environment to preserve the existing natural setting," he explains.

### APPLE TURNOVER

Ecological sustainability has been key to the success of the region's apple-growing industry. Every year, more than 300,000 tonnes of Val di Non apples are harvested. That represents more than 60% of the apples produced in the Trentino region, 10% of the total Italian production, and 5% of all the apples grown in Europe.

Around one-quarter of the Melinda apples grown here are exported. In turn, this has seen the apple consortium's turnover grow to an annual sum approaching 160 million euros. The Seven Larches reservoir and its associated water basin will help to secure that success in the future. ☒

Visit the *Spirit* website or download the *Spirit* app to see a video report





# WORTHY OF THEIR STEEL

A family-owned and run company has worked with  
Volvo machines for more than 40 years →

*by Cathy Smith*

*Photographs by Erik Luntang*





André Simon CEO Jean-Paul Simon (left) with Olivier Marziano of the Volvo CE dealership Payant PACA

The bulk carrier *Diamantina* has crossed the Atlantic from the US coastal city of Norfolk, Virginia and is moored in the deep-water dock in the French port of Fos-sur-Mer. Giant cranes are hauling her 80,000-tonne cargo of coal and transferring it dockside ready to feed the furnaces of the sprawling ArcelorMittal steel plant just a couple of hundred meters away.

This part of the Mediterranean coast is a far cry from its chic neighbors of Nice and St Tropez but, while it may not be as eye-catching, it is fascinating nonetheless.

Huge networks of rusting conveyors transfer the coal into long storage bays where Volvo L180G wheel loaders scoop it up and stack it into miniature mountains, the machines roaring up alarmingly angled slopes as they shape the coal into neat 10m piles.

In other storage bays there are similar, carefully sculpted pyramids but these are of pulverized minerals, the reds and oranges of ferrous oxides resembling an overgrown spice market.

“Making steel is a bit like cooking – you need a little bit of this, a little bit of that,” says site manager Bruno Gilles.

Everything here is on a massive scale. Eight million tonnes of coal and minerals are moved from the dockside into the steel plant every year and the whole operation is carried

out by a locally based company, André Simon SARL.

Since it won the contract to manage this supply site in 1972, the company has bought only Volvo machines – approximately 300 in all.

## FLEXIBILITY

“The machines here have a tough life. Some of them are working 24 hours a day, 365 days a year. It’s hard, dusty work,” says owner Jean-Paul Simon. “That’s why we opted for Volvo since we started on this site. The equipment is efficient and flexible.”

With so much wear and tear on the machines, the company replaces its equipment every two years. The latest order was for two wheel loaders – models L120H and L220H – both now hard at work loading and unloading the coal and minerals for the ArcelorMittal coking plant and steel furnaces.

The flat steel produced here is used in the automobile industry as well as for steel tubing and food cans. In 2009, the slump in the steel industry had what Simon calls a ‘violent’ effect on his company. “In the first quarter of 2009, we lost 50% of our business overnight,” he says. But now the company has recovered to better than pre-crisis levels and

## EACH MACHINE HAS ITS SPECIFIC TASK



Simon is able to breathe a huge sigh of relief.

“Today, we have recovered but we live in a much more competitive business linked to the world economy – it is less and less linear,” Simon explains.

The site relies on the efficiency of its machinery and Simon is obviously genuinely proud of his army of 11 Volvo machines when they all roll back into the yard outside his offices as one team of operators finishes the morning shift and hands over to the next team.

## FIT FOR PURPOSE

Each machine has its specific task: the L50E works in the tighter spaces inside the steel plant, the L180G stacks the coal and minerals, and the L220H loads the trucks. “The L120H is the factotum – doing a little bit of anything and everything,” says Simon.

Olivier Marziano, the commercial director of the local dealership Payant PACA (Provence-Alpes-Côte d’Azur), who sold the machines to the company is delighted to have such a prestigious customer, which acts as something of a showcase for Volvo CE. “Visitors to the Fos port see our machines and that brings us more customers,” says Marziano. “Every

machine eventually brings in a new customer later on.”

But he is not one to rest on his laurels, and works hard to understand the complexities of Simon’s business.

## RELIABILITY

“The company is a very old customer which stays with us because we are serious about our business,” says Marziano.

“When machines are working 24 hours a day like some of Simon’s machines, you can’t afford to have them break down. You need reliable and comfortable machines because his operators work throughout the night in a difficult environment.”

Jean-Paul Simon says he is regularly approached by Volvo CE’s competitors, keen to muscle in on this significant business.

But, he explains, his father André started with Volvo more than 40 years ago and the company remains loyal to the brand.

“We are very attached to the Volvo brand,” he says, adding mischievously: “Even if certain competitors would like us to break that habit.”

## WE ARE VERY ATTACHED TO THE VOLVO BRAND

Visit the *Spirit* website or download the *Spirit* app to see a video from the plant





# MASTER CLASS

Past winners enthusiastically recommend participation in the next Volvo CE Masters competition

by Tony Lawrence

From left: Mark Armsworth, Matthew Needham, Billy Heywood, Chris Walker

If any service technicians or parts specialists are wondering whether to take part in the 2015-16 Volvo CE Masters, then Chris Walker has just three words of advice: "Go for it!" Walker, a parts man based in Warrington, north-west England, was a member of the Volvo CE GB team that won the 2013-14 Masters. He remembers the competition as if it were yesterday.

"There is such a buzz about the Masters – I got so much out of it," he says. "I learned things which I now use in my day-to-day work. It was fascinating to mix with people doing the same job from other regions of the world, and hugely enjoyable – and it was also the most intense thing I've ever done."

"If anyone asked me if they should take part, I'd say: don't give it a second thought – sign up today!"

## VALUABLE ASSET

Walker's passion for the event, which he won alongside team leader Mark Armsworth and his Warrington colleagues and

friends Billy Heywood and Matthew Needham, delights competition spokesman Johan Klacksell.

Klacksell, Volvo CE Systems and Media Manager Global Competence Development, is part of the team organizing this year's event, which starts in August 2015 and ends almost 13 months later.

"We had around 2,500 participants last time and we're aiming to do better this time," he says. "It's a great competition and it's growing."

"Sure, it's fun, exciting and informative, but it also showcases how professional and passionate our service and parts staff are – in wanting to keep improving their skills, they're a hugely valuable asset to the Volvo CE business."

The Masters, launched in 1990 as an individual rather than a team event, is open to all parts and service technicians from authorized Volvo CE dealers. In the first rounds, they compete as individuals at dealership level, answering theoretical questions online.

The winners are then formed into teams and face both theoretical and practical tests as the event progresses →



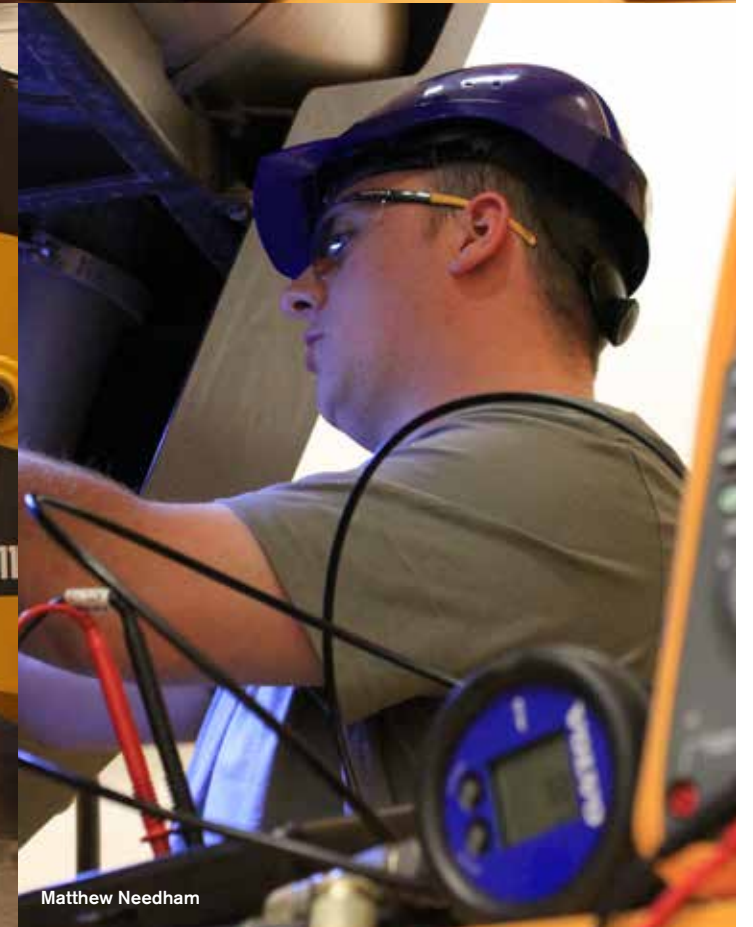
Matthew Needham and Billy Heywood



Chris Walker



Billy Heywood and Matthew Needham



Matthew Needham





2013-14 awards dinner held in Eskilstuna, Sweden

through national, hub and regional rounds before two teams from each region – the Americas, APAC (Asia Pacific), China and EMEA (Europe, Middle East, Africa) – qualify for the grand final in Eskilstuna, Sweden.

**FINDING FAULTS**

Besides showing their skills and knowledge, participants also have to demonstrate their professionalism and commitment to Volvo's core values of quality, safety and environmental care as they work.

A large part of the event involves finding hidden faults in a variety of machines.

"Billy, Matt and I had been mates for a long time. We got more and more excited with each round," recalls Walker. "I had entered the competition before but had not got beyond the UK final. This time, we became national champions and then went to Germany and Sweden in the following rounds. When we reached the final, we were ecstatic. We thought

we had missed out, though, when we had a mishap on one machine – we found the fault but the capillary hose got caught in a hinge and caused an oil spillage. But we dealt with it in the right way, fortunately, so it wasn't crucial.

"I had always wanted to go to Sweden to see how Volvo CE operates there. In all, we spent a week there and were really well looked after – there was even time to go sea fishing for crab.

"I came away from it with a huge sense of personal achievement. Since then, Matt has gone on to become a UK product specialist.

"When I started with Volvo, I cleaned the yard and helped in the warehouse. Now I've won the Masters, which is great. In future, I want to become parts supervisor and run the department."

**DON'T GIVE IT A SECOND THOUGHT – SIGN UP TODAY!**

Visit [www.volvocemasters.com](http://www.volvocemasters.com) to find out how to enter the 2015-16 contest



**WELCOME TO THE CONSTRUCTION INDUSTRY CLIMATE INITIATIVE**

The Construction Climate Challenge is hosted by Volvo CE to promote environmental awareness in the construction industry. We aim to create a dialogue between industry representatives, academics and politicians, as well as providing funding for new research and sharing existing knowledge and resources to help the industry make a difference for generations to come.

Volvo CE has long been committed to reducing harmful emissions from its products and facilities. But climate change is too big of an issue to be dealt with through the resources of one company alone. As summed up in 1972 by former Volvo Group President and CEO Pehr G. Gyllenhammar: "We are part of the problem – but we are also part of the solution."

Read more about the Construction Climate Challenge here: [constructionclimatechallenge.com](http://constructionclimatechallenge.com)





# DRAWING CONCLUSIONS

Volvo CE's Hamelin plant in northern Germany rose to the rare challenge of designing a new machine range from scratch – the DD105 asphalt compactor

by Nigel Griffiths

**W**hile its three-year development involved a Volvo-wide design effort, the DD105 asphalt compactor made its debut at the Intermat show in Paris with 'Made in Hamelin' stamped firmly on its side. The product development team called upon Volvo assets worldwide, yet the main inspiration and engineering expertise was to be found in-house based at the company's plant in Hamelin, the historic town made famous by the Middle Ages legend of the Pied Piper.

"In early 2012, we were analyzing the product offering from our competitors and saw that there was a gap in the market for a new Volvo product range. So we set about designing a new machine," explains systems engineer Michael Kreische. "Starting with a blank sheet of paper, we were able to sit down and decide exactly what the owner and operator would want."

The end result is the DD105, a 10-tonne double-drum vibratory asphalt compactor. "It is the first of a completely new generation of asphalt compactors for the European market," explains Senior Global Market and Launch Manager David Herwarth von Bittenfeld. "They are designed to achieve industry-leading fuel efficiency combined with high productivity and performance."

## EYE FOR DESIGN

Asphalt compactors are used in the final and critical stage of finishing a new road surface. In terms of both functionality and aesthetics, the finish has to be perfect.

The workforce at the Volvo CE plant in Hamelin has been building road-surfacing machines for more than 65 years and the location is a center of engineering excellence in this sector.

Key features targeted by the Hamelin design engineers were operator visibility, serviceability and, of course, fuel efficiency. "The operator of an asphalt compactor needs to see the drum rollers and spray system clearly both in front

and behind. Any contamination can ruin the surface finish," explains product manager Antonio Romao.

"At the concept stage, our engineers were able to consider major design issues, such as placing the engine behind the cabin to reduce noise and vibration and, vitally, to improve the operator's sight lines. A key design feature has been the use of a pedestal frame and a pillar-free forward view to give the operator unhindered visibility."

Another important design consideration has been operator control and comfort. The large expanse of curved glass provides superb unobstructed visibility down to the drum and spray bars, thus assuring rolling precision. The operator seat slides or rotates to further improve visibility according to requirements.

To facilitate easy access to key engine components for maintenance, a flip-up hood has been designed for the engine located behind the cab. Padded floors in the cab further reduce vibration and minimize operator fatigue.

## PROTOTYPE

A major feature of the DD105 design process was building a full-size prototype from wood. "This allowed us to evaluate the real size and space aspects," says Volvo CE's design director Sidney Levy. "It allowed us to quickly sort out many design issues and come up with a few new ideas. This exercise enabled designers to check the operator sight lines. It even showed that operators needed more steps to get into the cabin."

During the three years of development work the design team relied upon Volvo resources as far afield as India and the United States to help develop the DD105 in areas such as engine, cabin design and software.

Fuel efficiency was a key consideration – the DD105 is equipped with an advanced Stage IV Volvo D3.8 engine which optimizes fuel consumption while minimizing noise and emissions. The ECO mode reduces fuel consumption by →



Digital illustration of the DD105





Volvo CE Director of Design Sidney Levy



IT IS UNMISTAKABLY VOLVO



Full-size prototype of the DD105



Product manager Antonio Romao (left) and systems engineer Michael Kreische

Photograph of Michael Kreische and Antonio Romao: © Heinz-Joachim Petrus

up to 30% without affecting performance. The auto-idling feature automatically reduces engine speed to idle after five seconds.

In addition, a new vibrator system in the roller with an off-center design uses less power and is quieter for the operator. The amplitude of the vibrator can be customized according to the road application.

**END-USER**

When designing an asphalt roller, in addition to safety and fuel efficiency, ergonomics and the user experience will always be core attributes for any Volvo designer," adds Levy.

"In developing the DD105, it was important to understand the user-movement patterns in the cab and eventually reflect them in the design. Features like the sliding seat and easy-to-open windows will ensure operator efficiency and comfort even in tough weather conditions.

"With the design of the DD105, we also continued our approach of readdressing the proportion of yellow to grey and we were able to add features which make the machine look more dynamic and match its performance visually. You almost feel you can see it performing," says Levy. "The Volvo CE design team has accomplished a striking design with the DD105 which is both functional and contemporary. It is unmistakably Volvo." 📺

# PRODUCTIVE PAVING



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VIDEO [http://open.to/a/SP\\_PAV-B\\_B](http://open.to/a/SP_PAV-B_B)



Volvo Construction Equipment





# POLISHED PERFORMANCE

Hamelin is not only famous for its legendary pied piper – it is also well known for engineering prowess at Volvo CE, one of the company's main manufacturing centers →

*by Nigel Griffiths*





## THE FACTORY IS A GLOBAL CENTRE OF EXCELLENCE

Photographs by Heinz-Joachim Petrus



General manager Dirk Heusing

The Volvo plant located in the picturesque medieval town of Hamelin in northern Germany is just 45 minutes from the regional capital of Hanover. German engineering skills and technical competence are renowned worldwide, and the Hamelin factory has been producing top-quality road-surfacing machinery for more than 65 years. Formerly ABG (Allgemeine Baumaschinen-Gesellschaft mbH) and acquired by Volvo CE in 2007, the factory is a global centre of excellence for the design and manufacture of asphalt pavers and compactors.

The plant has been considerably transformed, with the addition of 83,000m<sup>2</sup> of new capacity and extension of the customer-training center to 120,000m<sup>2</sup>. New IT systems were introduced to bring the factory into line with the global Volvo network.

### TRANSITION

The highly experienced workforce also learned new Volvo production and quality control methods. Adjustment to the Volvo way of working was a challenge for the 500-strong workforce at the plant but the transition has taken the facility to a new level.

The factory has a stable workforce drawn from the local community.

“The special strength of the Hamelin factory is the people,” says general manager Dirk Heusing. “Engineering and high manufacturing and purchasing standards are in the blood. We have very highly motivated and highly skilled people. In addition to formal training, skills and experience are passed on to young employees from their older

colleagues. Our people identify very closely with the company as well as with the products, which is also a great strength.

“Quality, reliability and safety are a way of life,” adds Heusing. “Everyone is conscious of the standards required – for the people who work here, it is just the normal way of doing things.”

Volvo Hamelin ensures the quality of its key components by manufacturing them in-house. Indeed, more than 18,000 active parts are needed to produce all variations of our products. This includes screeds, the core component of pavers which are held in high regard by paving contractors worldwide.

For many years, product development has focused on continuously improving the reliability of equipment, driver comfort and the associated environmental aspects. Environmental care is key and progress has been achieved in reducing fuel consumption, noise levels and emissions.

A well-established quality management system, SAP-assisted (Systems, Applications and Products) production planning, strict manufacturing process control, and fully functional final testing all underscore Volvo's quality standards.

“We produce exactly to our customers' requirements,” says Heusing. “In this way, our assembly lines for pavers and compactors are used to optimum capacity.”

### SPRING FEVER

The factory delivers all over the world, and production is geared towards high flexibility and low volume. Road

surfacing is a seasonal activity and up to 70% of the factory's production takes place in the first half of the year.

“We require great flexibility of our workforce during the other months and we work with time credits to compensate for the busy periods,” Heusing explains. “We use the quiet periods for extra training and updating skills. We place great value on the training and development of our employees and have a well-developed apprenticeship system.”

Heusing is particularly proud of the apprenticeship program, having entered the factory as a trainee himself and worked his way to the top. “Our training programs ensure that the workers of tomorrow will be fully prepared to contribute to future success and growth,” he says.

The Hamelin plant's modern customer service and training center offers a comprehensive range of product training courses and technical advice. It trains service trainers and technicians, machine operators and paving specialists from all over Europe and beyond.

The training programmes also keep Hamelin engineers in constant contact with road construction crews, providing valuable feedback for product design.

Customisation is an important part of the work at Hamelin and the plant has developed many customised machines for special application, ranging from sloping surfaces to demanding road-finishing and high-performance projects.

Every region has different road-surfacing requirements – complex applications, difficult environments or special features. The factory puts together cross-functional teams to develop solutions, and customers, dealers and suppliers are all invited to participate. “We frequently have to provide

non-standard solutions,” Heusing adds. “We form a link between engineering technology and the world of road surfacing. Our people are trained to adapt the technology to customer needs. We take the general idea and customise it.”

### MAKING HEADLINES

In 2014, Volvo Hamelin was called in to help resurface the Formula One Grand Prix racetrack in Singapore.

The Singapore Grand Prix is run on a street circuit around Marina Bay. Two weeks before the race it had to be resurfaced with a high-performance asphalt mix. The surface had to be perfectly flat for the 320kph F1 racing cars.

The local contractor allocated two Volvo pavers to accomplish the job and the Volvo Hamelin plant prepared two ABG6820 tracked pavers (up to 8m in width) with VB 78 ETC screed.

The resurfacing of the Marina Bay circuit was successfully completed in just one week, with crews and Volvo machines working between midnight and 5am, creating the ideal surface for the September Grand Prix where Britain's Lewis Hamilton pipped Germany's Sebastian Vettel to the checkered flag.

Another headline-grabbing resurfacing project involved the runway at Gatwick Airport in the UK – the world's busiest single-runway commercial airport. This work is carried out every 11 years and at night to avoid closing the airport.

Between March and December 2012, Volvo machines working under floodlights removed the old runway surface and replaced it with new high-quality asphalt, with no disruption to flights. ☐



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Volvo Construction Equipment



# TAKING THE HELM

Volvo Ocean Race CEO Knut Frostad reveals his passion for the event and takes a look at what's on the horizon →

by Julia Brandon

Volvo Ocean Race CEO Knut Frostad (second from right) takes time off in Sanya, China to go sailing in an Extreme 40 catamaran  
© Maria Muina/MAPFRE



**T**he Volvo Ocean Race is the ultimate challenge you can find on the planet,” states Knut Frostad without hesitation. “It combines enormous physical and outdoor exertion with the demands of working closely with other people, which in itself is one of the biggest challenges that every human faces. I think that combination is so unique and there is nothing else like it out there.”

Having sailed the race himself four times, twice as skipper and twice as crew between 1993 and 2006, and now confidently holding the position of CEO, Frostad, 48, is well equipped to offer an informed opinion. A professional sailor for many years, including participating in the Seoul and Barcelona Olympic Games in 1988 and 1992, he has retained all of his original passion for the sport, and in particular the race.

Still enthused by the enormity of the event, the unrivaled pressures experienced by the race teams, and the almost unbearable conditions imposed on the individuals living aboard for nine months, he is ever respectful of those who take up the challenge, citing “passion for the ocean and the outdoors” as well as “self-awareness” as key prerequisites for survival.

## ADDICTION

“The race is something you either love or hate – it’s like being married and holding down a very tough job at the

same time, 24 hours a day non-stop,” he jokes. Joking aside, Frostad was well and truly bitten by the racing bug, and intoxicated by the drama and adrenaline of it all. “It is a bit like a drug – you get it every day for 24 hours a day for months and become addicted to it and do it again and again. You always want to win it and come back and do better, but it’s such a unique experience: the very high stress levels, the huge challenge of getting around the world, and on top of that trying to race as well. It’s an enormous human feat. You learn a lot about yourself, and how to interact with other people, and you push yourself far beyond any situation you could possibly experience on land. For me, that was very satisfying.”

Born and bred in Norway, where he grew up close to the water, Frostad has managed to make the successful transition from impassioned sportsman to accomplished businessman and motivational spokesperson. Yet he credits his leadership skills to his time spent as a skipper.

## NOWHERE TO HIDE

“Having skippered a boat in the Volvo Ocean Race and having done it well is probably the biggest achievement I can learn and benefit from for the rest of my life.

“When you are aboard, you don’t have an office to hide in or a job title that separates you from someone else. You are

## THE RACE IS SOMETHING YOU EITHER LOVE OR HATE



Frostad (right) checking weather with meteorologist Marcel Van Triest  
© Ainhua Sanchez/Volvo Ocean Race



Frostad addresses VIPs at the ProAm Races  
© Amalia Infante/Volvo Ocean Race

part of a team and they know exactly what you are good at and what you are not good at. It is a very naked environment where you just have to do a good job, and if you don’t it is very obvious and you won’t survive.”

And when it comes to the day-to-day race strategy, management and planning, Frostad has a self-confessed hands-on role, keen to be involved in both the detail and the bigger picture. Marrying commercial insight with sporting prowess, he was instrumental in pushing forward the new one-design boat introduced for the 2014-15 and 2017-18 Volvo Ocean Races.

Acknowledging the need for change and improvements during the global financial crisis, the driving force behind the new boat came from the significant changes required regarding the event’s financial set-up rather than from a design perspective. “It was more of a consequence of another goal that we had,” explains Frostad.

Struggling to secure large sponsorship deals, marred by too much damage to boats during the races, and facing unsustainable team costs, the only way forward was to make some “radical changes” he says. But with

adjustments comes progress, not to mention a 50% reduction in team expenditures.

## EQUAL FOOTING

“By going to a one-design boat we also achieved a lot of other positive effects,” Frostad explains. “It increased the boats’ reliability as it made them stronger. It became more interesting for new companies to join the race because they realised they could at least start with the same tools as everybody else and not be heavily disadvantaged.

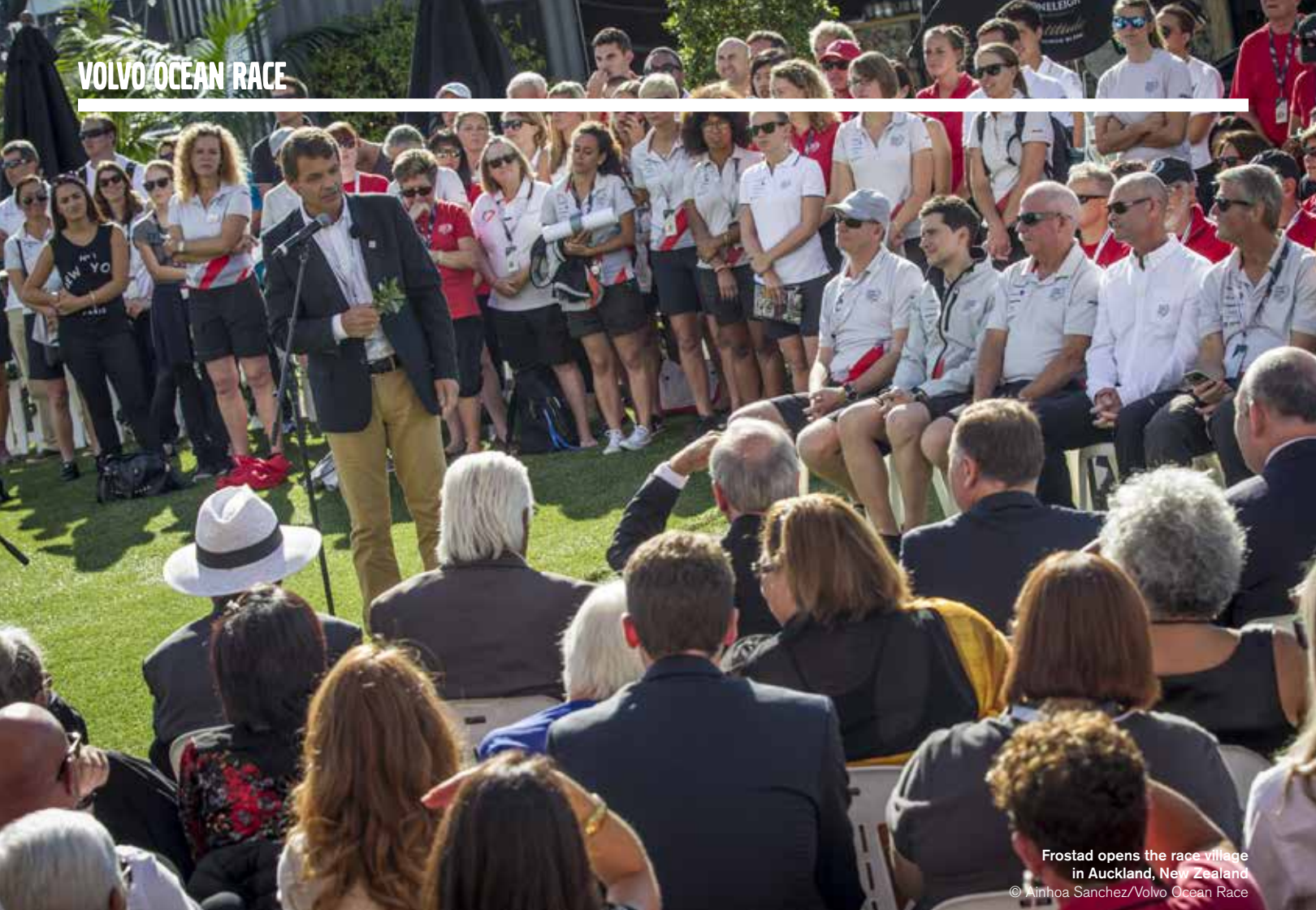
“We were also able to make it more interesting for women to compete – the previous boats were much too physically demanding. And we could improve the onboard media equipment, thinking about TV requirements before we designed the boat rather than afterwards.

It was a tough process because, as in all sports, people are used to things happening a certain way and they don’t like to see changes, but today everyone is very happy.”

The results have been astounding with a dramatic decline in breakages and much jostling among the teams to win →

## YOU PUSH YOURSELF FAR BEYOND ANY SITUATION YOU COULD POSSIBLY EXPERIENCE ON LAND





Frostd opens the race village  
in Auckland, New Zealand  
© Anhwa Sanchez/Volvo Ocean Race



Claudio Luca Piazzi in the cab of  
a new Volvo L250G wheel loader

each leg, making for an excitingly close race. This in turn has resulted in a spike in spectator interest, as well as improving the race experience for the public as a whole.

## WIDER HORIZONS

Having lifted the event out of financial stagnation and revived its competitive appeal, Frostd believes the future of the race lies in global expansion, as well as building on its media potential.

“The big investment that we’ve made in China this year is now starting to come to fruition,” he says. “We have a fantastic following in the media in China now, which is something we will have to continue to work on because China is so important going forward.”

“As regards new race legs, we’ll be focusing on China and South-east Asia, and potentially the Middle East, too. The rest of the world will remain pretty similar, although the next edition will see us heading to the UK with Cardiff as a leg – we haven’t been in the UK since 2005-6, so it’s about time we went back.”

“But I think the biggest changes in future races will focus more on the communications and media side,” he adds. “We’re becoming more of a live event where the public

can tap into the boats directly from their phones and iPads and receive real-time updates. I think that will continue to evolve with the help of faster satellite transmissions coming from the boats, then we just need to find a way to make the content compelling for the audience.

“And I hope in future that we will see teams coming from Brazil, Italy and the UK, which would help to nurture interest in those markets.”

Now a recreational kayaker, as well as enjoying the odd bit of skiing, since hanging up his sails Frostd lives the race vicariously through the teams. But he remains inspired, invigorated and also humbled by the event, the sport and the life lessons he has learned along the way.

“One of my big hobbies at the moment is to collect quotes because I think there is always something to learn from that,” he says. “It’s quite simple but it can make

a difference. I’ve met a lot of great people who do great things, but the definition of what is great changes throughout your life – at the beginning it might be sport and then later on it can be humanitarian cases, so it is always changing and evolving with life.”

## THE BIGGEST CHANGES IN FUTURE RACES WILL FOCUS MORE ON COMMUNICATION

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# ITALIAN JOB

Top-of-the-range machines are a driving force for this wheel loader specialist

by John Bayliss

Photographs by Jennifer Boyles

Although driving cars and motorbikes are quite a passion for 35-year-old Claudio Luca Piazzi, one of his favourite machines is the new Volvo L250G wheel loader. In fact, he claims it has completely changed the nature of the shifts he does for the Misconel construction company in Cavalese in northern Italy.

The Misconel offices in the Fiemme Valley are the hub for all the company’s projects across the whole northern Italy region. As well as construction and earth moving, an important part of the company’s core business is processing raw materials into different products such as asphalt. This is where Piazzi works as the chief specialist in wheel loaders.

Material coming from Misconel’s many different contracts for general construction or land preparation is brought back

to Cavalese by dump truck before being transformed into products such as sand or gravel. Piazzi can be found in his L250G wheel loader weaving his way around and up and down the huge mounds of earthworks that are either waiting to be processed or have already been transformed into new raw construction materials.

## PILE DRIVER

Piazzi helps to sort the various materials before moving loads of the raw earthworks into a compacter. He explains that the wheel loader’s efficient drivetrain makes his task that much smoother, adding to the maneuverability of the machinery around the busy yard. →



## OPERATOR CORNER

As he helps reduce the towering piles of materials that have come back from the project sites he is busy creating new mounds of transformed raw construction products. The site is an ever-changing landscape.

The heavy duty axles on the L250G distribute the high torque to meet the high productivity needed for the operation. The design reduces the stresses on the vehicle and extends its working life.

Piazzì says the Volvo equipment is perfect for moving the huge loads in this tough working environment. The L250G has a bigger bucket size than its predecessors and is more powerful. The Volvo Z-bar linkage allows for a high breakout force so that no matter what the material, it provides the force needed for heavy loads.

### THE TECHNOLOGY ALLOWS OPERATORS TO LOAD AND HANDLE MATERIAL VERY QUICKLY

"I like this fantastic new model very much," Piazzì enthuses. "With the arrival of this new L250G we were able to replace a dump truck and one other wheel loader, which has made operations more efficient. We can do everything with this machine."

He is particularly happy with the cab. "The technology allows operators to load and handle material very quickly. And OptiShift makes it fast – I like the speedier way of working," says Piazzì, adding that the silent nature of the cabin helps ease the stress and strains of daily tasks.

### GOOD SPORT

Piazzì and his wife Lorenza, who also works for Misconel, married six years ago. He has always lived in the Fiemme Valley which, set high in Italy's Dolomite ranges, is a very popular destination for tourists in summer and winter alike. Besides enjoying plenty of local activities, Piazzì likes the fact that he is only a 50-minute drive from Trento and just 90 minutes from Verona.

It is no surprise that, living so close to hundreds of kilometers of ski runs in the Dolomites, winter sports are a particular favourite of his. When Piazzì is not skiing or riding his motorbike, he also enjoys running. However, his passion for construction carries over into his private life where he often spends time working on small building and mechanical projects.

Music is another way for him to unwind: "I listen to all kinds of music, from classic to rock, depending on my mood or the situation." Throw in a short commute from home to work with a very efficient and comfortable L250G wheel loader to operate, and Piazzì agrees that his work/life balance is really pretty good. 🎵

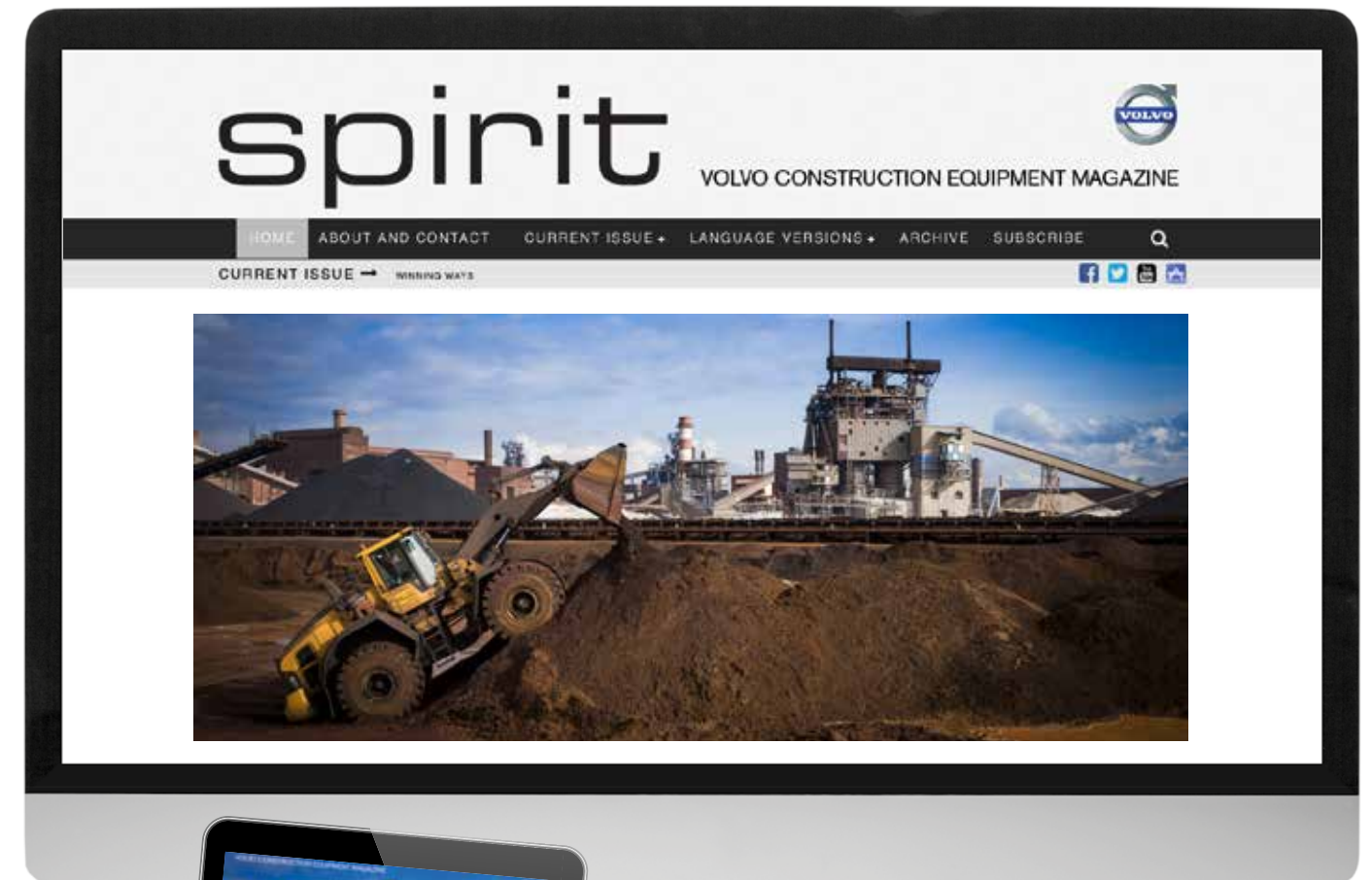


The Volvo L250G wheel loader has a bigger bucket size than its predecessors



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# HONEY, I

# SHRUNK THE LOADER

LEGO® Technic model shown is not suitable for outdoor play.



VIDEO

A new video from LEGO® Technic shows the lengths the world's largest toy maker's design team were prepared to go to in order to perfect their latest mini marvels. See how this happened at [youtube.com/GlobalVolvoCE](https://youtube.com/GlobalVolvoCE)

**Behind the Design**  
By LEGO® Technic

Volvo Construction Equipment

