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Market Seeing Renewed Focus on Customization and Services

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A Booster Shot to Infrastructure Investment

Our ability to design, engineer, and deliver a complete vehicle integration for e-Propulsion systems and e-Accessories, including battery chargers, electro-hydraulic power steering systems, and e-Air compressors has positioned Dana as a leader in vehicle electrification. The investment in Pi Innovo will further enable us to enhance our in-house electric-vehicle capabilities by providing turnkey software and control solutions for our entire portfolio of technologies.

What preparations is Dana making for BS IV emission norms for Construction Equipment vehicles which will be applicable from April 2021 in India?

In India, we do not see much impact on our business, since the majority of the impact will be seen for the OEMs with price increase of vehicles due to BS IV emission norms, although we are prepared for any sort of demand increase from customers.

Many urban centers, such as Paris, are moving forward with emissions-free initiatives, so we're very well positioned to support construction OEMs with the complete e-Propulsion systems they need to address them, wherever they are located in the world. As an example of our support for this effort, we assigned engineering teams to adapt a mid-sized mobile elevated work platform (MEWP) and a mini excavator so that we could fully test and integrate our electrification technologies on working applications. Featuring more than 30 of Dana's drive and motion products, the MEWP demonstrator has a non-traditional four-wheel-drive design to demonstrate the range and effectiveness of Dana's e-Mobility capabilities.

To maneuver on uneven ground commonly found at construction sites, we installed a Spicer Electrified e-Axle equipped with an electronic differential that allows the platform to maneuver more safely and without getting stuck at any speed. The electronic differential manages the braking system independently at each wheel-end to provide the necessary tractive force.

The e-Axle on the demonstrator MEWP features a complete, modular package of Dana components, which includes Spicer axle components, controls and software; Dana TM4 electric motor, inverter, and control technologies; and advanced gearing. This optimized combination of electrified drive components reduces energy consumption by up to 20 percent when compared with traditional diesel-powered drivetrains – a critical improvement given the current limitations of on-vehicle energy storage capabilities.

The platform also features the Spicer Smart Suite Intelligent Load Management System, a stability system that leverages vehicle intelligence to anticipate potentially hazardous situations and automatically prevent unstable maneuvers. This functionality is especially important for machines offered for rental, where inexperienced operators can quickly encounter dangerous situations.

The expertise in electrification and systems integration that we gained from developing our demonstrator application has already paid dividends, as it has led to a collaboration with JLG to develop an advanced Spicer Electrified e-Axle for a future mobile elevated work platform. ●

SEM 915 launched by GMMCO and Caterpillar

On 20 January 2021, GMMCO and Caterpillar launched a new-generation Motor Grader SEM 915. The event was hosted online and saw an enthusiastic participation by customers. Also on display were other SEM models.



V. Chandrashekar, MD & CEO, GMMCO Ltd, said, "We have been selling SEM machines since 2011. Our wheel loaders SEM 656D and SEM 636, dozer SEM 816, and motor grader SEM 919, have been especially successful. Today, GMMCO supports over 120 SEM machines in India. We are now expanding our portfolio with the addition of SEM 915 motor grader."



Prashant Harisingh Bisen, Senior VP – Construction - GMMCO Ltd, commented, "We have been continuously expanding our service offerings to ensure that our customers' SEM machines get the right care. The machines are bundled with extended warranty plans, value agreements, and competitive finance schemes. We have over 100 offices, 60 warehouses and

6 workshops to support our customers. All this will make machine ownership experience smooth and convenient."

Hamid Lavassani, Global Sales & Distribution Manager (SEM), Caterpillar Inc, emphasizing SEM's commitment to continued growth in India, said, "We understood the customer need for a 150 HP Motor Grader in India, and hence, designed the SEM 915 specifically for India, focusing on improved reliability and reduced operating costs. SEM will be a reliable partner in our customers' journey by offering minimum downtime and lowest cost of operation."

Also present at the event were Sam Vedakumar, Worldwide Product Manager, CAT & SEM Motor Graders; EC Manohar, District Manager, Caterpillar India; Bhansi Phansalkar, Country Manager, Caterpillar India; and Sankaranarayanan, Country Sales Manager- SEM.

