



JCB sells construction equipment to 150 countries around the world. It has 17 plants on four continents, employs over 6,300 people and sold more than 45,000 machines in 2005. It is now set for greater expansion, with the opening of its first factory in China.



Market

JCB is the fourth largest manufacturer of earth moving and construction equipment in the world.

It is the biggest privately-owned company in the market and the premier manufacturer of construction equipment in Europe. The company's iconic backhoe loader – the machine that JCB is most famous for – is the clear leader in the world market.

JCB sold more than 45,000 machines in 2005 – an increase of over 20 per cent on 2004. By 2010, the company hopes to double its sales to US\$4.5 billion.

With a 9.6 per cent market share, JCB is close to its business objective of achieving 10 per cent of the world market for construction equipment. This is no small task, considering there are over 500 manufacturers in the industry.

Achievements

JCB is one of Britain's biggest industrial success stories. Over its 60-year history, JCB has won more than 50 major awards for engineering excellence, exports, design, marketing, management and for its care for the environment. Among them are 18 Queen's Awards for Technology and Export

Achievement, the latest being two Queen's Awards for Enterprise in the International Trade category in 2005 for JCB Earthmovers and JCB Heavy Products.

The company invented one of the most recognisable pieces of heavy machinery, the backhoe loader, also known as a 'digger'. This was first introduced by JCB in 1953. Since then it has become the brand leader virtually the world over and its yellow machines are a familiar part of the landscape and language. The JCB name even appears in the Oxford English Dictionary and has become one of the most recognisable of all B2B brands.

Another major achievement was the introduction of the Loadall machine in 1977. This revolutionised aspects of the building industry, allowing bricks to be lifted in pallets instead of being carried in a hod by a labourer. JCB also developed the first and still the only road-legal high-speed tractor, the Fastrac, winning numerous awards, including the Prince of Wales Award for Innovation in 1995.

Another design classic is the Teletruk – the only forklift truck not to use cumbersome double masts at the front.

JCB's achievements in design have translated into business success, with 2005 being a record year. Pre-tax profits rose to £110 million as JCB's global market share climbed from 8.6 to 9.6 per cent. The company's sales turnover increased by 23 per cent to £1.42 billion, and machine production reached 45,000 units.

Product

JCB manufactures 257 different machines, exporting 75 per cent of its UK-made products to 150 countries.

Its wide range includes: backhoe loaders; loadall telescopic handlers; tracked and wheeled excavators; wheeled loading shovels; articulated dump trucks; rough terrain fork lifts; mini excavators; robot skid steers loaders; JCB Vibromax compaction equipment and groundcare equipment.

In addition, for agricultural markets, the company produces a range of telescopic handlers and the unique Fastrac tractor. JCB also manufactures the Teletruk forklift for the industrial sector.

JCB continues to increase the proportion of major parts manufactured in-house. In 2004, JCB's own off-highway diesel engine, the JCB



DIESELMAX, went into production at a new plant in Derbyshire, following an investment of £80 million. The company already produces its own axles, transmissions, cabs, chassis, booms, hydraulic rams and excavator arms.

Recent Developments

2006 is an important year for JCB, marking the start of production of backhoe loaders and mini excavators at the company's newest manufacturing plant in Shanghai, China. Local production will ensure the company is well positioned to take advantage of the massive potential of the Chinese construction equipment market.

JCB is also expanding in India, where it is the clear market leader and has been manufacturing backhoe loaders at a plant in Ballabgarh, near Delhi, since 1979. The company recently invested US\$50 million, opening a second factory in Pune, strategically located close to the port of Mumbai. The new factory has been built to produce excavators, while the original Pune plant has been expanded for the production of fabricated components.

In addition, JCB India is upgrading its Ballabgarh factory to include a new paint plant with the latest powder coat technology, conveyor production line system and new transmissions assembly.

Throughout its history, JCB has grown organically but, in 2005, it acquired the German compaction equipment producer, Vibromax.

The firm's compaction products are now being sold throughout the world under the JCB Vibromax name, and production at the Gatersleben plant, near Leipzig, has been boosted and new machines introduced. The JCB DIESELMAX engine now powers the VM115D/PD soil compactor machine.

JCB has a history of donating construction equipment to

grief stricken areas, and at the beginning of 2005, the company donated over £1 million worth of machines to help the relief effort in the wake of the Asian Tsunami disaster. JCB machines were employed in southern India, Sri Lanka and Indonesia. In the same year it also joined the global relief effort in India and Pakistan by donating over £500,000 worth of machines.

Promotion

JCB has a rich heritage of striking promotional activities, setting new standards in heavy equipment marketing.

As well as a tradition of award-winning advertising in the industry trade press, the company is also famous for its customer events featuring the 'JCB Dancing Diggers', in which backhoe loaders display their technical flexibility by 'performing' synchronised stunts to music.

Likewise, the company enjoyed huge PR success when 'The JCB Song' by Lizlopi rocketed to number one in the UK charts in December 2005.

But perhaps the most breathtaking example of JCB's dynamic approach to marketing was in August 2006, when it broke the world land speed record for diesel-powered cars with the JCB DIESELMAX car at a speed of 350.092mph. The car, developed in less than 12 months, was powered by two specially-modified versions of the JCB DIESELMAX engine. Breaking the record was the



ultimate demonstration of the engine's extreme performance and highlights JCB's commitment to world-class engineering.

Brand Values

The 'DNA' of JCB's brand is hard work, and the company's machines work hard to meet the demands put on them by customers.

JCB has also always been known for its attention to detail. A JCB machine is seen as world-class, innovative, high performance, strong and stylish. JCB carries out business with a sense of style and, being family-owned, JCB has a great sense of community and pays particular attention to helping those who are underprivileged.

It is also committed to protecting the environment. All JCB's factories aim to eliminate the releases of pollution, promote high standards of energy management and to prevent, recycle or safely dispose of waste.

Plus, every JCB machine is designed for maximum energy efficiency and minimum environmental impact.

www.jcb.co.uk



Things you didn't know about JCB

JCB takes pride in its logo. From 1960 the company fitted typewriters with special keys to accurately render the logo. This practice continues today with all computers having pre-set logos for faxes, letters and memos.

In 1958, JC Bamford bought 10 scooters with the number plates JCB1 to JCB10. JCB has, over the years, purchased registration plates for company cars, which are all white. JCB now owns 116 plates but JCB 15 and JCB 16 are still missing.

Since 1975, UK manufacturing employment has fallen from 7.7 million to under four million. In this time, JCB's workforce has doubled.

<p>1945 Joseph Cyril Bamford (Mr JCB) starts his business manufacturing a tipping trailer, made with a £1 welding set in a lock-up garage he rented in Uttoxeter, Staffordshire. He sold the product at the local market for £45.</p>	<p>1953 The backhoe loader becomes the first product to carry the JCB logo. It is now universally known as a 'JCB'.</p>	<p>1964 The JCB Dancing Diggers give their first performance.</p>	<p>1970 The company sets up an American operation at White Marsh, near Baltimore, USA.</p>	<p>1979 JCB commences production of backhoe loaders in India, at a plant in Ballabgarh, near Delhi.</p>	<p>1986 'JCB' enters the Collins English Dictionary as an eponymous noun. The 100,000th backhoe loader rolls off the production line in Rocostr.</p>
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<p>1996 JCB becomes the 'World No.1' for backhoe loaders. A new HQ for JCB Sales Asia Pacific is established in Singapore. The 200,000th backhoe loader is driven off the production line by Sir Anthony Bamford.</p>	<p>2000 The first machines to be manufactured in the US are produced in a new plant in Savannah, Georgia. £1 million is raised by JCB employees for the NSPCC and matched by Sir Anthony.</p>	<p>2004 Production of the JCB 'DIESELMAX' diesel engine begins at the Derbyshire plant. JCB donates £1 million worth of machines for relief work in devastated Asian Tsunami regions.</p>	<p>2006 JCB opens its first plant in China. The 'JCB DIESELMAX car', powered by JCB's own diesel engine, breaks the world land-speed record for a diesel powered car – at 350.092mph.</p>
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