



COME OF AGE





**BOBCAT[®] AND
ROBIN
DIGGING
FOR
25 YEARS**



*In December 1986 Melroe Europe
launched its first generation of Bobcat
compact excavators.*

*In the same year
a baby boy was born.
He was named Robin.*



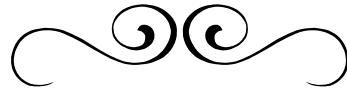
Bobcat is celebrating 25 years of compact excavators. That's 25 years of incredible success, new opportunities and strong, steady growth. In the first half of the 1980s, Melroe Company was at a crossroads. Its skid-steer loaders, known as Bobcats since 1962, were already hugely popular, particularly in the US where they were invented. Melroe was also exporting them to Europe, where they were produced under license for local markets.

Skid-steer loaders were extremely successful in European agriculture, construction and industry. They proved very efficient at tasks such as cleaning the holds of barges and ships and excelled in any job requiring the ability to work in confined spaces. However, when it came to the wider market for construction machines in Europe, national tendencies and preferences came into play. The UK, Spain and France, for example, had a long-standing preference for backhoe loaders. Germany, on the other hand, had always been more interested in articulated loaders. Thus, as it broadened its horizons, new demands were being placed on Melroe Company's business.

Compact excavators were introduced into the UK in the mid 1970s. By 1985, the total market in Western Europe for these versatile little machines had already grown to around 6,000 units per year. It was clear that Melroe Company would need to diversify if it was to remain competitive in Europe. This diversification was to change the course of the company's history, transforming it into the world's leading compact equipment manufacturer.

In the words of Gui Keuppens, Managing Director of Melroe Europe at the time, "The European market needed a different solution and the compact excavator market was already showing dramatic growth. The importance of offering an expanded product portfolio in Europe cannot be overstated. Had we continued to offer only skid-steer loaders, we would have lost our distributors and ended up being a bit part player."





ADREAM

ISBORN



Robin, aged 2 (1988)





A COMPACT EXCAVATOR WITH BIG IDEAS

In 1986 Bobcat Europe introduced the concept of the compact excavator into the market through a dealer and press event in Zaventem, Belgium, followed by the second ever European Bobcat roadshow. The objective was to leverage the success of Bobcat skid-steer loaders and take the first steps towards becoming the world's leading compact equipment manufacturer.

The initial Bobcat compact excavators – the 100 series – became known for their robustness and power. The series consisted of the X119, X120, X123 and X125 models. Due to its operating weight of 1500 kg, which is perfect for transport by trailer, its digging depth of two meters and outstanding digging forces, the X120 became the most popular compact

excavator in Europe. The X125 was the first in the market with pilot joystick controls; all the other models were designed with mechanical levers. The success of the 100 series was instant and boosted the company's growth significantly.

This was just the beginning. A new standard had been set that would influence the development of all future compact excavators.

Later, looking back over the company's evolution, Gui Keuppens stated that two developments had been key to Bobcat's success – the extension of the product offering beyond skid-steer loaders and the establishment of a manufacturing presence in Europe to build specific products for local markets.

1986



The introduction of the first Bobcat compact excavators in Europe.

1988



The Bobcat compact excavator is presented at a Dealer Sales Meeting in Da Balaia, Portugal.

1989

The Berlin Wall crumbles and East and West Germany are reunited.



❧

Oblivious to all of this, a small boy was developing a fascination of his own. Robin received his first toy Bobcat for his second birthday. Something about the little excavator fired his imagination and he would happily spend hours in the sandpit or on the beach just digging sand, moving it around and changing his mini-landscapes. His parents laughed with their friends about it, telling them that he wouldn't go to bed without his Bobcat. Even then they suspected it would be a lifelong fascination. Robin was a born Bobcat operator!

❧

100 SERIES
A WINNING COMBINATION –
ROBUSTNESS AND POWER

- Great digging forces →
- Robust operation →
- Durable chassis →
- Large working range →
- Centralised greasing system →
- Mechanical lever controls →





NEVER TOO YOUNG



Robin, aged 6 (1992)





AMBITION LEADS TO ... MORE AMBITION!

Recognising the rapidly expanding market for compact excavators, Bobcat increased its capacity by producing the 200 series in Bismarck. Initially the series consisted of the X220 and X225 models. In addition to the features of the previous series, the 200 series offered a dedicated pedal to control the boom swing from left to right, enhancing operability. The X220 also featured several improvements to the mechanical levers, leading to better control and operator comfort.

Bobcat continued to convince its customers of the robustness and powerful digging performance of compact excavators, resulting in a rapidly growing share of the market. Due to this increase in demand, by 1990 Bobcat Europe needed a larger warehouse to receive and store its compact excavators. As the market grew, customers were looking for more productivity and requested larger machines. In 1993 Bobcat introduced the 5 tonne X335, expanding the range in line with customer demand.

1990



Bobcat moves to a new warehouse in Lot, outside Brussels.

1993



Introduction of the new 5 tonne compact excavator.

1994

The Channel Tunnel between England and France is opened.



Robin had started school in the meantime and, from the first morning, refused to leave home without one of his Bobcats. His favourite movie was the new 'Batman Returns'. He was hugely excited about the opening of the new Disneyland in Paris. However, these were passing phases. His Bobcat fascination continued alongside his superhero ambitions, curiosity and ready-for-anything attitude. On the farm, his father's new compact excavator was always busy. At the end of a long day's work, Robin loved helping to clean the machine until it shone like new, while dreaming of the day he would be able to operate it, just like his dad.

200 SERIES **A CROWD PLEASER –** **EUROPE ASKS FOR MORE**

- Enhanced digging forces →
- Increased lifting capacity →
- Dedicated boom swing pedal control →
- Easily accessible canopy and cab →
- Mechanical joystick lever controls →





THE NEXT BIG THING



Robin, aged 15 (2001)





UNSTOPPABLE

In the second half of the nineties Bobcat added larger machines to its compact excavator range, which was already famous for its performance and digging power.

In Munich, at the 1998 Bauma International Trade Fair, Bobcat presented the new 5 tonne 337 and 341. The range was complemented by a continuously expanding selection of attachments that allowed the machines to be used in almost any application. The entire 300 series consisted of the 320, 322, 325, 328, 331, 337 and 341 models.

With the launch of the 300 series, Bobcat introduced a new cab design with enhanced operator comfort and a spacious working environment, one of its most important

competitive advantages. The common one-piece steel tailgate was also added, offering high durability and great service accessibility. The complete 300 series was equipped with pilot joystick control and offered an optional second travel speed.

At Samoter 1999, Bobcat introduced the first model with an expandable undercarriage, the 322. This was later superseded by the 323. In retracted position, this compact excavator can enter 1-meter doors. In its extended position it offers additional stability for heavier digging loads over the side.

In 2001 Bobcat purchased a facility in Dobříš, Czech Republic, signalling the start of the company's compact excavator production in Europe.

1998



Introduction of the Bobcat 337 and 341 at BAUMA.

1999



Introduction of the Bobcat 322 with unique retractable undercarriage at SAMOTER.

2000



The start of the new millennium is celebrated worldwide.



Meanwhile, Robin was growing up fast. At school he made new friends and learned quickly. He was good at sports, especially football, and showed a talent for understanding technology and machines. Like his classmates, he was a big fan of the new Harry Potter books. On his eleventh birthday his dad took him to a new movie - 'Batman and Robin'. It wasn't long before his childish imagination translated the story into his own superhero fantasy. From now on they were inseparable - Bobcat and Robin! By the age of 12 he was strong, healthy and already eager to help out on the farm. He loved to be outdoors and celebrated his fifteenth birthday on the farm with his friends. 2001 turned out to be a special year for him - when he met his first girlfriend and fell in love.

300 SERIES THE IDEAL WORKPLACE - A SPACIOUS AND COMFORTABLE CAB

- Large operator environment →
- Easily accessible cab →
- Pilot joystick control →
- One-piece steel tailgate →
- Dedicated boom swing pedal control →
- Retractable undercarriage →
- Optional second speed →





READY

TO CONQUER THE WORLD



Robin, aged 21 (2007)





A ROOM WITH A VIEW

The 400 series incorporated zero house swing and fast track features, and expanded the range of 4 to 5 tonne compact excavators with the 430, 435 and 435FT models. Zero house swing allowed operators to work more safely and easily while getting right up close to buildings and other obstructions. The fast track feature made it possible to travel at twice the normal speed and cover greater distances on or between construction sites. This feature was not offered by any competitors.

Bobcat excelled in combining the compact zero house swing configuration with a roomy, ergonomically designed cab. Its high levels of comfort and safety have been single-handedly responsible for raising customer expectations and

setting the standards for these qualities in compact excavator operation.

Since European demand was developing in the 0 to 1 tonne segment, Bobcat launched the E08 and E10 in 2008. Similar to the 319 with its unique cylinder-over-boom concept, both models were designed and manufactured in Dobříš. Known as micro-excavators, the E08 and E10 featured a retractable undercarriage and blade, little or no tail swing and literally could go where no compact excavator had ever gone before. As well as being able to pass through low, narrow passages and openings, they are easy to transport on a trailer. The E10 included a patented extendable joystick console, offering the operator more space and comfort. Since their introduction they have been a huge success in Europe.

2002



Euro banknotes and coins become legal tender in twelve of the European Union's member states.

2006



Launch of the first European designed and manufactured 319 with the cylinder-over-boom concept.

2008



Production of the E08 and E10 starts in the new Dobříš factory.

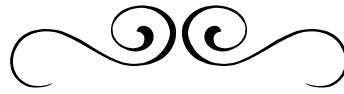


When Robin was 16, his father decided to invest in another compact excavator – the brand new Bobcat 435. Work on the farm became even easier and more fun and Robin was determined to make Bobcats a permanent part of his life. As his school years drew to an end, he gained more and more experience with the machine on the farm. He was extremely proud when he landed his first job at a nearby Bobcat dealership. From day one, his passion for the job was evident and his ambition was to become a compact excavator demonstrator. With his new job came independence and he began saving for a place of his own. At 21 the time finally came for him to move out. He would still work on the farm in his spare time – but he was ready to build his own future.

400 SERIES NO COMPROMISE – ZERO HOUSE SWING WITH FAST TRACK DRIVE

- Zero house swing →
- Fast track →
- Spacious cab →
- Great digging forces →





A PARTNER
FOR LIFE



Robin, aged 25 (2011)





WE'RE ONLY GETTING STARTED

Bobcat compact excavators have come of age! The experience built up over the last 25 years has culminated in our finest range of compact excavators to date. The E-series represents the great digging power and speed for which Bobcat is known. It also integrates many improvements in smoothness and operator comfort. These machines can tackle any construction, demolition or landscaping task you throw at them – and do it in style!

In 2009 the E14 and E16 joined the family, offering increased digging performance, more breakout force and quick, smooth operation.

Launched in 2011, the E26 exceeded all expectations by being amazingly stable, yet still light enough to transport on a trailer. It kept the popular zero tail swing design while featuring the same spacious, comfortable cab as the bigger models. Bobcat also enhanced the quality, reliability and durability of the E-series with a new, robust

workgroup design, leakage-free hydraulic connections and high-resistance covers.

The newly designed spacious cab on these 2.5 to 5.5 tonne compact excavators completely changed the definition of operator comfort with its enormous working space and additional features such as; auto-shift travel, joystick thumb controlled boom swing and auxiliary flow, auto-idle and the automatic engine/system shutdown. The cab also reduced noise levels and these machines are now among the quietest on the market.

The E-series paves the way for future generations. The technology, customer input, innovation and experience that have gone into its development are unparalleled on the market. Bobcat is more excited than ever about introducing new models and features to this growing family. Luckily, we still have plenty of challenges and hard work ahead of us – because if there's one thing a Bobcat compact excavator likes, it's hard work.

2009



Introduction of the new E-series cab on the E32/E35.

2011

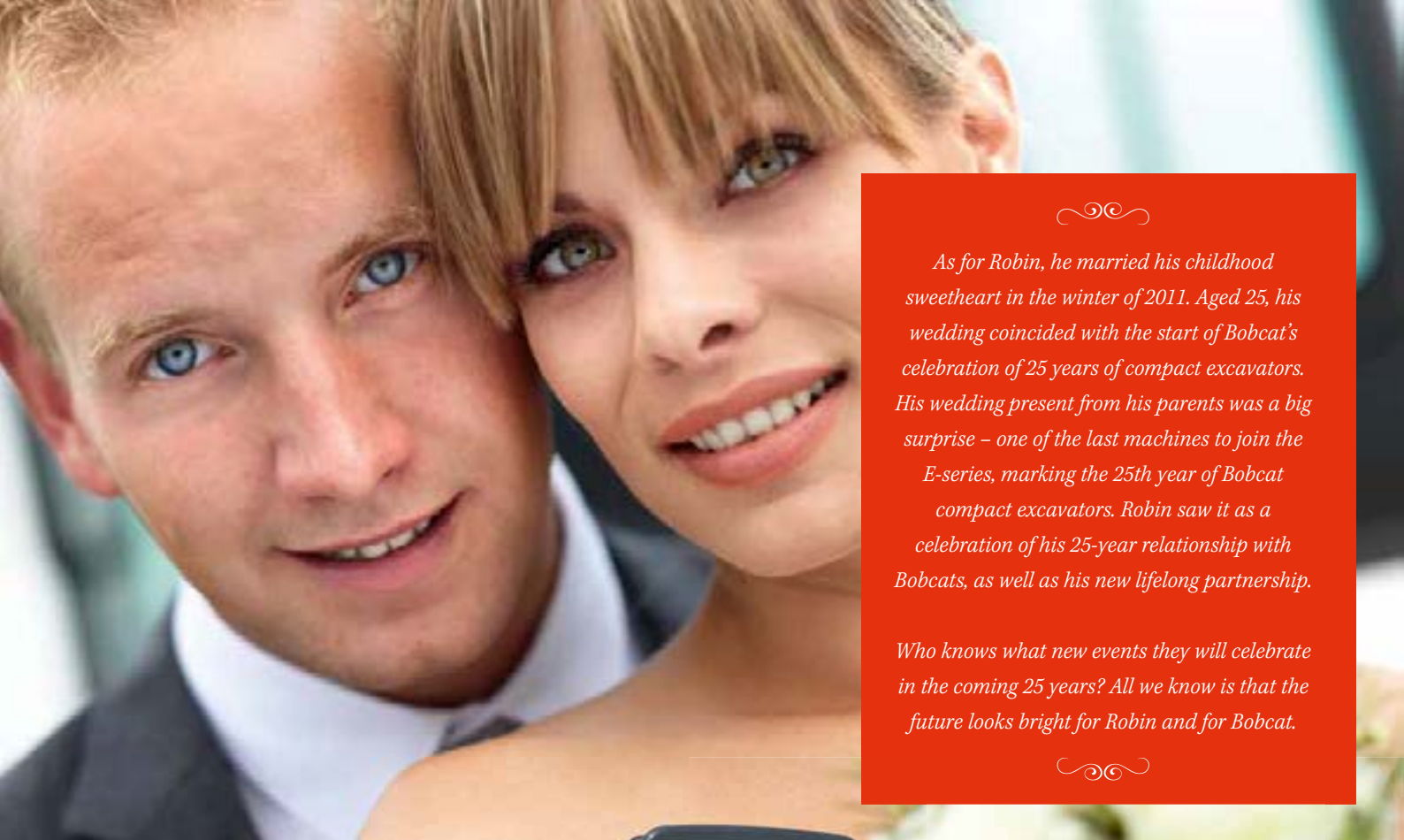


The E26 is launched, completing the Bobcat E-series of compact excavators.

2012

The story continues...





As for Robin, he married his childhood sweetheart in the winter of 2011. Aged 25, his wedding coincided with the start of Bobcat's celebration of 25 years of compact excavators. His wedding present from his parents was a big surprise – one of the last machines to join the E-series, marking the 25th year of Bobcat compact excavators. Robin saw it as a celebration of his 25-year relationship with Bobcats, as well as his new lifelong partnership.

Who knows what new events they will celebrate in the coming 25 years? All we know is that the future looks bright for Robin and for Bobcat.

E-SERIES THE BEST OF THE BEST – 25 YEARS OF EXPERIENCE

- Zero tail swing design →
- Excellent stability and transportability →
- Large and fully featured cab →
- Uncompromised operator comfort →
- Smooth and powerful hydraulics →
- Incredible reliability and durability →

E-Xperience
optimum comfort and smooth power







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