

AVANT[®] MAGAZINE

AVANT TECNO CUSTOMER MAGAZINE 1/2016

25
YEARS

25 years of Avant p. 15

The new Avant Centers in Belgium and Germany p. 20





AVANT ORIGINAL PARTS

Telescopic boom service kit

- Compatibility: R series, 400 series, 500 series starting from 2008, 600 series, 745 and 750 until the year 2011
- Includes all the pivot pins, bearing and slide pieces needed for the service of the boom
- Product number: A419462



Covers



- weather cover for 200 series
- weather cover for 419–760i
- transport cover for 200 series
- transport cover for 419–640
- transport cover for 700 series

Grease gun



- space-saving
- possible to use with one hand
- strong aluminum frame
- Avant printing
- Product number: 66164

For more details, contact your dealer!

Editorial



Full speed towards spring and summer

This spring is truly action filled at Avant. We have launched new exciting products during winter and are about to launch more during the spring. The new 200 series was presented to Avant importers in October 2015 and now it is already in full production. We also had journalists visiting us in March to see our new e5, which is a fully electric battery operated loader. Spring is also a high season for all the different trade fairs and shows Avant takes part in. The biggest show this spring is most definitely Bauma in Munich 11.–17. April.

The new Avant 200 series has been launched in many shows and the first customers have already received their new machines. As you can see from the article later on in this magazine the machine has been completely redesigned and has many features you cannot find even on larger wheel loaders. It has been very interesting and motivating to see the new model take form and to see all the development work that has gone into it first-hand. I am so excited that I am tempted to buy one myself.

Avant e5 is a new loader concept, which we will show for the first time in public at the Bauma Exhibition. It is a fully electric, battery powered loader. It produces zero emissions, extremely little noise and offers low running costs. This is a concept we have been studying for a long time already – the zero emissions offers excellent benefits when using the loader in any indoor operation. Such operations you can find for example in demolition, horse stables, cattle farms and industrial applications. Silent operation is also a benefit, which enables the use of the machine in certain jobsites which have noise restrictions. And let's face it: no one likes pollution or noise, so it is definitely a loader of the future.

Bauma is always a huge beast of an exhibition to organize, as it is like no other show in many ways. It has over 60 hectares of land area, 3 500 exhibitors and over 550 000 visitors. We have a 400 square meter stand at the show with 11 loaders and 20 attachments on show. It is the largest and most spectacular show I have ever been into and it is almost overwhelming to see all those ridiculously big machines and the huge crowd of visitors on the same showground. I cannot wait to get to the show again – but luckily it is organized only once in three years.

I wish you all a good spring and summer. See you at the exhibitions!

Jani Käkälä
Executive Vice President
Sales & Marketing
Avant Tecno Oy

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AVANT[®]
200
SERIES

AVANT[®]
220

AVANT[®]
225

The new
Avant 2
series



00



When the previous Avant 200 series was brought to market, it was something that had never been seen before. A multipurpose loader for private use was a concept that did not exist. The 200 series has been a phenomenal success, and over the years hundreds of heroic jobs have been carried out with the machines that have provided plenty of topics for conversation at dinner tables. The new 200 series continues along the same great basic idea and provides private individuals with the opportunity to operate an easy-to-use loader in yard maintenance, snow ploughing, renovation projects for the yard and surroundings, and for property maintenance tasks. Naturally, we have listened very intently to our customers, and the machine is bristling with carefully considered details.



The new AVANT 200

More space for equipment

Avant 225 with 25 hp 4-stroke petrol engine

Larger 47 Ah battery

Larger 14 l fuel tank

20 or 25 hp

Improved stability

As much as 50 l/min auxiliary hydraulics oil flow



series

Certified ROPS
safety frame with
FOPS canopy

More spacious cockpit

Multi connector
for attachment
hydraulics hoses

Excellent visibility
to attachment

AVANT quick
attach system for
attachments

Easy to use:

- Avant quick attachment system for attachments and multi connector for hydraulic hoses
- Easily operated, well-positioned controls
- Safe and easy access to driver's seat
- Multi function display: fuel gauge, hour meter, engine function indicators, road traffic kit indicators
- Avant 225 with Kohler 25 hp Electric Fuel Injection petrol engine starts easily in any situation – no choke required
- Compact dimensions

Well thought-out Avant ergonomics:

- More legroom
- Improved ergonomics
- Multi connector
- Cab L available as an option
- Suspension seat with heater available as an option
- Joystick 6 function available as an option

Avant 225 – more power:

- New Kohler 25 hp Electric Fuel Injection engine
- As much as 50 l/min oil flow to attachments
- Professional hydraulics

Safety:

- Improved stability: longer wheelbase
- Certified ROPS safety frame and FOPS canopy
- Seat belt
- LED front lights as standard; LED work light kit (2 front, 1 rear) available as an option
- Excellent, unrestricted field of vision to the work and attachment



Available options for the Avant 200 series:

Cab L

Suspension seat with heater and arm rests

Joystick 6 functions

Attachment control switch pack

Rear auxiliary hydraulics

Wheel weight 14 kg

Anti slip valve

Tractor or grass profile tyres



When the design of the new Avant 200 series began, the starting points included an ease of use and comfort of operation, increased work efficiency, and even better safety than before.

One of the most important new technical features of the new Avant 200 series can be found in the chassis. The machine is 20 mm wider and 60 mm longer than its predecessor, which improves stability, among other things. The operator can see this especially in better ergonomics and more spacious legroom. Thanks to the new chassis there is

also more storage space for tools etc. In addition, the fuel tank and battery are considerably larger than before.

The quick attach system for the attachments in the new 200 series is familiar from larger Avant models. The wider quick attach plate enables an easier and more solid connection of attachments to the loader. The biggest improvement with the new quick attach system is the multi connector on auxiliary hydraulics, which provides an extremely easy connection of attachment hydraulics to the loader. All hydraulic hoses can easily be connected with a single hand movement – in all conditions.

The loader is equipped with a multi function display as standard equipment. The display indicates, among other things:

- hours of operation
- fuel gauge
- information about lights for road traffic equipment
- engine warning lights.

**LED work light kit:
2 front, 1 rear**

Road traffic light kit



AVANT[®] 225

When more power is needed

- Powerful Kohler 25 hp Electric Fuel Injection engine
- Auxiliary hydraulics 50 l/min
- Enough power for a snow blower, 1500 mm lawn mower etc.



AVANT[®] 220

The real multi task machine

- Powerful 20 hp petrol engine
- Astoundingly efficient
- Safety belt and ROPS/FOPS safety canopy as standard



AVANT[®] 225 LPG

The low emission machine

- Low emission LPG engine
- Lightweight machine, well suited for indoor jobs as well
- An excellent tool for building and demolition contractors



New Avant 225 – Better in every aspect!

When the news of the new Avant 225 was released, **Ari Murtoniemi** was one of the first customers to put in an order.

“I had already been thinking about upgrading our Avant for a while. At some point I also thought about the 400 series. But when I contacted the factory, I was informed that the 200 series is experiencing a total change. I decided to wait and see”, says Ari Murtoniemi.

“After I found out the release schedule of the new machine, I decided to sell the old one. My timing was very lucky, and I got the machine sold the same day. Then it was good to wait for the new 225.”

In actual fact, Murtoniemi had made the decision to change the machine before the first 225 prototype was ready. Before Christmas 2015 he visited the Avant factory and got to try a new 225 prototype machine. The test drive confirmed his decision to upgrade.

“At that point, I no longer considered the larger class Avant. It was perfectly clear that the new 225 machine is better than the old 200 in every aspect, there is no doubt about that”, says Murtoniemi.

“It was a great feeling to pick up this new Avant 225 from the factory, knowing that it is a completely different machine even though it belongs to the same series as the older one”, smiles Murtoniemi.

Model	AVANT 220	AVANT 225	AVANT 225 LPG
Engine	Kohler CV640	Kohler ECV730 EFI	Kohler PCV740
Function	4-store	4-store	4-store
Fuel	gasoline	gasoline	LPG (autogas)
Engine output	14,9 kW (20 hp)	18,6 kW (25 hp)	17,9 kW (24 hp)
Auxiliary hydraulics	30 l/min	50 l/min	50 l/min
Max. drive speed	10 km/h	10 km/h	10 km/h
Wheels	20x8.00–10 tractor/grass	20x8.00–10 tractor/grass	20x8.00–10 tractor/grass
Pulling force	620 daN	640 daN	640 daN
Tipping load *)	350 kg	350 kg	350 kg
Lifting height	1400 mm	1400 mm	1400 mm
Weight	700 kg	700 kg	700 kg
Height	1880 mm	1880 mm	1880 mm
Width	995 mm	995 mm	995 mm
Length	1910 mm	1910 mm	2100 mm

*) Load is measured at 400 mm from the attachment coupling plate

NEW ATTACHMENTS

Edge trimmer

The Avant edge trimmer is the perfect attachment for trimming the edges of lawns, hedges, flower beds etc. It consists of a hydraulically operated trimmer mounted next to a cutting disc. The cutting disc cuts lawn precisely where you want and the hydraulic trimmer breaks up any soil or lawn that is left to the side of the cutting disc. The edge trimmer leaves a good looking finish to any garden thanks to its adjustable cutting depth and precise control.

The renewed edge trimmer is equipped with a manually extendable arm and can be positioned to the right or left side, or to the center for transport. A support wheel is available as an option.

- Cuts the lawn edge accurately, leaving a finished look on lawns, flower beds, driveways, walkways etc.
- Hydraulic trimmer mills the soil efficiently
- Equipped with a manually extendable arm
- Can be adjusted manually to three positions: to the left or to the right side, and to the center for transport
- Support wheel available as an option



Option: Support wheel A36699

Product no	Cutting depth max.	Cutting disc diameter	Cultivating width	Height	Weight	Min. width in working position
A36621	150 mm	460 mm	155 mm	580 mm	80 kg	1080 mm

Model	220	225	313S	320S	320S+	419	420	520	525LPG	528	R20	R28	R35	630	635	640	745	750	760i
Edge trimmer	Very compatible	Very compatible	Incompatible	Incompatible	Incompatible	Very compatible													

■ Very compatible
 ■ Compatible
 ■ Incompatible

Weed brush

The weed brush is an efficient tool for the removal of weeds on all kinds of paved areas. It is equipped with a steel brush which can be extended manually and be positioned to the right or left side, or to the front. The weed brush is equipped with a support wheel as standard. It can be lifted and locked up to transport position if needed.

- Efficient weed removal with a rotating steel brush
- Equipped with a manually extendable arm
- Can be turned manually in three positions: to the left or to the right side, and to the center for transport
- Support wheel as standard



Product no	Brush diameter	Bristle material	Height	Length/Width (retracted)	Weight
A36594	600 mm	steel	530 mm	1100 mm	85 kg

Model	220	225	313S	320S	320S+	419	420	520	525LPG	528	R20	R28	R35	630	635	640	745	750	760i
Weed brush	Very compatible	Very compatible	Incompatible	Incompatible	Incompatible	Very compatible													

■ Very compatible
 ■ Compatible
 ■ Incompatible

Collecting lawn mower 1200



With the Avant collecting mower 1200 you can easily do the mowing and collect the clippings. Thanks to its excellent suction power collecting leaves from the lawns is also possible. The mulching blades of the mower crush the grass clippings, leaves etc. into a very fine material which then moves to the collector and forms a tight and compact package. The cutting waste is ideal

material for composting. The collector's capacity is as big as 210 litres, which enables the cutting of small to medium sized areas. Emptying the collector is very easy: lift the mower up from the ground with Avant's boom and then tilt the mower downward until the grass waste pushes the lid open and the waste comes out.

- Powerful mower with a collector unit
- Can also be used for collecting tree leaves on lawns
- Grass collector can be switched off and the mower can be used for mowing only, as mulching mower
- New model with automatic collector box lid opening, by tilting the mower downward
- Optifloat™ floating system guarantees easy operation and good mowing result also on uneven lawns

Product no	Cutting width	Blades	Cutting height	Collector box volume
A35973	1200 mm	2 pcs	25–100 mm	210 l

Model	220	225	313S	320S	320S+	419	420	520	525LPG	528	R20	R28	R35	630	635	640	745	750	760i	
Collecting mower	Very compatible																			

Very compatible Compatible Incompatible

Front cultivator



The front cultivator can be used for instance together with the horse arena harrow. Especially useful in a more compacted arena or an outdoor riding area. It is equipped with large tines which loosen the soil and make harrowing of the arena easier. Equipped with two wheels in the front.

- An efficient and easy way to loosen compacted soil
- Equipped with replaceable tines
- Can be mounted on all Avants

Product no	Width	Length	Height	Number of tines	Weight
A36555	1410 mm	725 mm	630 mm	7 pcs	80 kg

Model	220	225	313S	320S	320S+	419	420	520	525LPG	528	R20	R28	R35	630	635	640	745	750	760i	
Front cultivator	Very compatible																			

Very compatible Compatible Incompatible

Flail mower

The flail mower is a drum-type cutter, designed for cutting long grass, scrub, bush and similar vegetation. It will cut up to 20 mm thick tree branches with ease. The flail mower is the optimal cutting device for places where you need a lot of cutting power and a rougher cut will do. The most common applications for the flail mower are places with taller vegetation like meadows, road banks, yard areas etc.



- New cutting deck design – improves the cutting result and requires less power from the engine and hydraulics
- New shaft – flails are mounted in spiral on the shaft which makes cutting more efficient
- Direct drive: hydraulic motor mounted directly on the shaft
- New floating system – allows free vertical movement, and the floating can be set so that the mower can tilt freely forward and backward as well
- Bigger roller in the rear – better stability and less resistance when mowing
- Longer and wider skid shoes on the sides
- Both models equipped as standard with hammer type flails – Y and L type flails are available as an option



Product no	A36730	A36015
Cutting width	1200 mm	1500 mm
Total width	1580 mm	1880 mm
Cutting height	25–100 mm	
Standard flails type/pcs	hammer 16 pcs	hammer 20 pcs
Weight	240 kg	270 kg

Optional flail types:

A419931 Y-flails, pair, 16 Pcs/1200 mm mower, 20 Pcs/1500 mm mower

A420305 L-flails, pair, 16 Pcs/1200 mm mower, 20 Pcs/1500 mm mower

Model	220	225	313S	320S	320S+	419	420	520	525LPG	528	R20	R28	R35	630	635	640	745	750	760i	
A36730	Very compatible																			
A36015	Incompatible	Compatible	Compatible	Compatible																

■ Very compatible
 ■ Compatible
 ■ Incompatible

25 years of Avant

25 YEARS

The story of Avant Loaders began 25 years ago. The core group of Avant had been developing agricultural machinery for over a decade. We noticed that there were no proper, cost-effective machines available for some of the toughest jobs in cattle farms, such as silage distribution inside cow houses.

The first Avant was born from this standpoint. The skid steer loader, equipped with an 11-horsepower gasoline engine, was able to distribute feed to 50–80 cows in 10–15 minutes, twice a day, 365 days a year – a task previously done with a wheelbarrow and a shovel.

Avant's advertising slogan "Turn the most unpleasant task on your farm into the most enjoyable one!" spoke to the farmers, and we started to make sales. We sold 80 machines in the first year.

We wanted to go forward and focus more on product development. The Avant collection was soon complemented with diesel-motor versions and new attachments, and we developed the machine for new customer segments. We also started our strong export to Germany and established our own sales company there in the early 90's.

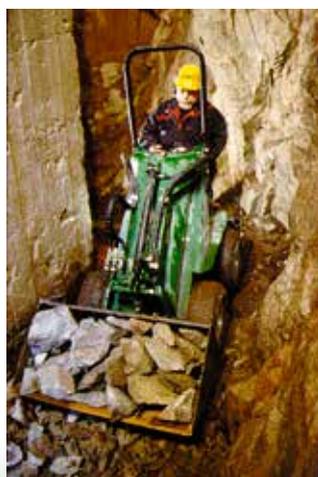
The first articulated Avant was presented in 1995. The new model series opened up a whole new world of landscaping, green area maintenance, horse stables and private use. We had over ten export countries and a growing customer base. We sold 80 loaders per month.



In the 2000s, we have continued to invest strongly in product development. We launched the new 200 series for private use customers. In addition, we began to pay more attention to the appearance and design of the machines. Even though the technical characteristics of the machines are most important to our customers, people also appreciate the groomed appearance of the machines. We have followed this trend in our design. Nowadays people recognize Avant from its fresh green color.

Today Avant has seven model series and 165 different attachments. The basic machine is available with more than 20 different options from additional weights to air-conditioned cabins. Our engine power ratings range from 13 hp to 57 hp. Now we have more than 50 export countries and several customer segments.

The continuous development of Avant has paid off. Now we sell 80–90 machines per week.



25 YEARS

Avant prod looks



An essential part of Avant Tecno's strategy has always been manufacturing – making the loaders in our own factory from start to finish. This basic line was already formed during the early years of the company. Through the strong growth and development, it has gained more distinctive features as the core of our operations. This naturally involves committed factory workers, the number of whom is close to 200 nowadays.



uction forward

The production path of Avant is as interesting as that of the whole company. From the early years' production rate of one Avant per day, we have achieved a level of producing one loader per hour, in two shifts. The change has been enormous and it has required many measures. We have always had a well-defined product range to support our production, providing guidelines for the improvement of our operations.

Investments supporting the growth

Our main thread at the present situation is the modular product structure. Around this, we have built a customer-oriented and automated manufacturing infrastructure, according to Lean Thinking. We have had a clear goal in mind: to increase production in compliance with the amount of sales, not forgetting the production control, based on common sense, and the high level of automation. With these measures, we can ensure the reliability of our deliveries, the high level of quality, the clarity of our operations and the improvement of our productivity. All of the above-mentioned must be nurtured in the ever tightening competition situation.

Along with the growth, we have invested nearly 10 million euros to the production during the last eight years. The initial production is carried out with a modern cutting line, containing three lasers. The edging cells are still of the traditional type, but an automatic bending system is on the design board to improve quality and efficiency and to relieve the hard work. The frame components have been welded by robots since 2007. Eight automatic robotic welding stations are in use today. The fully automated welding is a matter of will, and we are approaching the goal. The Avant frames are painted in the semi-automatic powder coating plant before the assembly line.

Towards new opportunities

We keep our focus tightly on future growth possibilities in terms of production, too. The continuous improvement of our operation, raising the level of automation and the high-quality use of the automation pave the way for our future. We recently acquired some facilities from the neighbouring site, which improves our possibilities to grow and develop even more.

One of our objectives is to achieve world-class new assembly facilities which have been dimensioned for doubling the volume of manufacture. To support our assembly line, we need a super-efficient new surface treatment system and streamlined material flows in the form of renewed logistics units.

In addition to skilled personnel, who are broad-minded towards the future, we also need our great customers around the world to enable our future development. We would also like to proudly say 'Made in Finland' tomorrow, covering all of our manufacturing operations. This is our goal and our desire – naturally.

Text: Saku Vastamäki

Photos: Olli-Pekka Latvala



25 YEARS

A rewarding career at Avant

Päivi Koski, Kirsti Rantatulkkila and Veikko Koskinen have been working at Avant Tecno since the company was established. They have seen the company growing and transforming from a small manufacturer to the world's leading compact loader brand.

A lot has happened over the years, and it hasn't always been easy, but the company has continued to push forward. Many challenging situations have been overcome thanks to the spirit of pulling together and common sense. As a company, Avant's strengths lie in its light organizational structure and the management's confidence in their employees. Growth and development are well managed, and Avant is a company where people enjoy their work.

"Times have changed a lot from when I started in the house and Avant was still a newcomer. Today, Avant is a very well-known brand, and I am happy to have been able to be a part of this great development. The best thing about our products is our continuous development – it is easy to keep yourself motivated as there is always something new to learn. I am very lucky to have such a good place to work, a nice job and nice people to work with", Kirsti says.

During the years, the number of employees has grown from twenty to two hundred. It is very common for people to have long careers at Avant, and the employee turnover is almost non-existent. At the moment, there are still a number of employees who have worked at Avant since the beginning.

"It's great to be a part of such a good work community. In recent years, the importance of having a workplace and the feeling of security it creates have grown. At Avant, we have been able to work with the certainty of continuity. Avant is a great product, and it is an honour to be a part of its success", Veikko says.

He appreciates the maintenance of employment and the spirit of going forward. He hopes that these values will be important also in the future.

Ownership of the company is important and relevant. Working in a family-owned company is more personal and it may improve efficiency.

"There were quite a few employees here in the early days of Avant – only twenty – and we were really close, just like a family. We've seen the owner's children growing and starting their careers in the company. We have also shared things about our personal lives at the workplace. Despite the increased number of employees, the values of a family-run company have remained as a strong part of our everyday life", says Päivi.

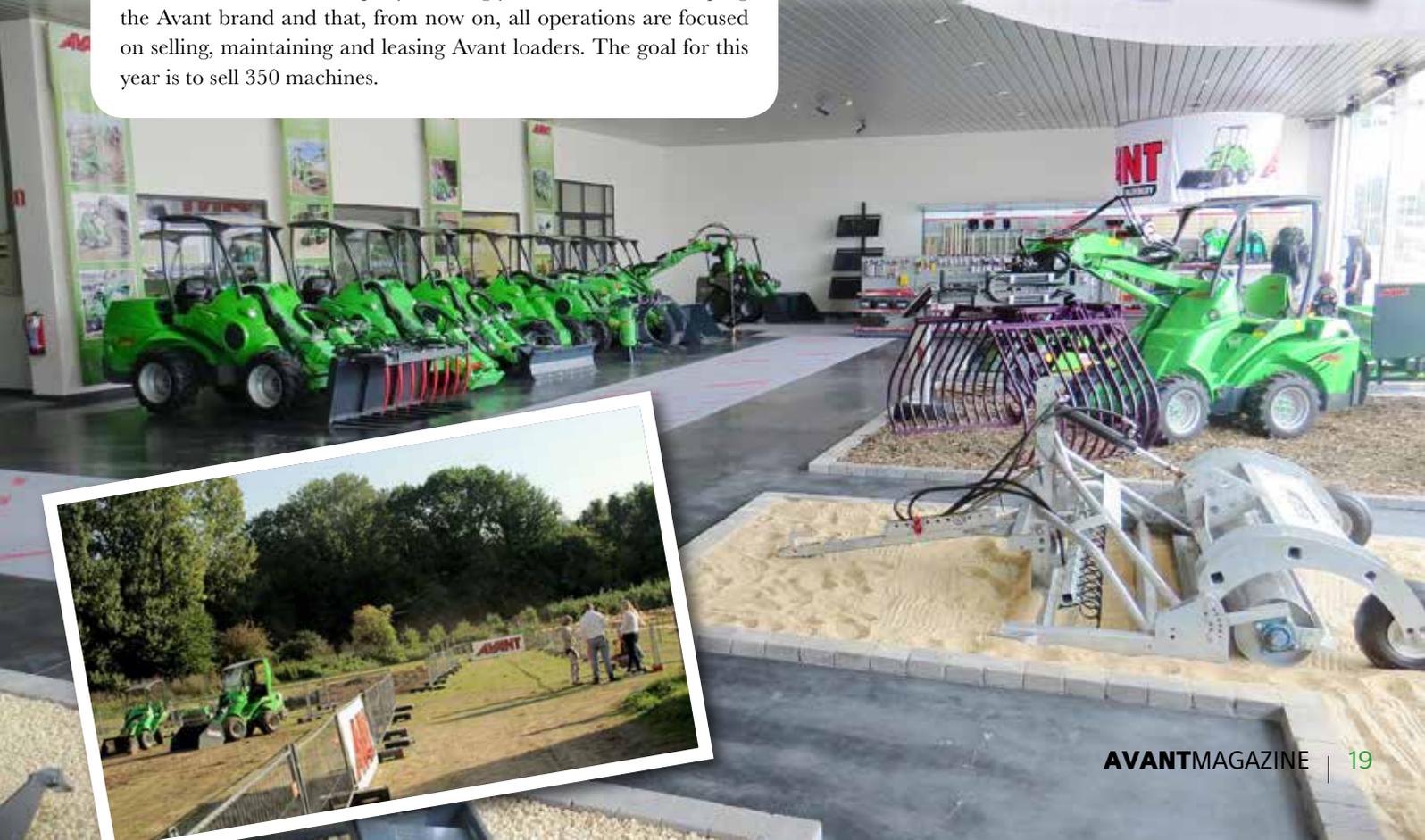


New showroom opens in Belgium

Avant Machinery SA, the Avant importer in Belgium and the Netherlands, opened its new premises in Sint-Truiden in Belgium on the first weekend in October 2015.

During the two-day opening ceremonies, more than 1,500 guests visited the new premises. Guests were given guided tours where they visited the new, fabulous showroom, as well as the sales and leasing facilities, offices and warehouses. They also visited the testing and work demonstration area, which was officially opened during the event. The guests were also able to watch different work demos and test drive most of Avant's loader models.

There was another reason for celebration, besides the new premises – the launch of the company's new name. During the weekend, the company changed its official name from Toratrack NV to Avant Machinery NV. Hopefully, the name change tells customers and other stakeholders that the company is strongly committed to developing the Avant brand and that, from now on, all operations are focused on selling, maintaining and leasing Avant loaders. The goal for this year is to sell 350 machines.





The new Avant Center in Germany

In September 2015, we celebrated the grand opening of the new premises of Avant's German sales company. Almost 200 guests came to celebrate the new Avant Center on the outskirts of Frankfurt. The menu and drinks served were local. Music was provided by a Swedish band, bolstered by our company's German CEO **Thomas Sterkel** with his saxophone.

The new building allows us to improve all aspects of our customer service in Germany. The show room and demonstration area for sales have been built in the same spirit as at the main factory in Finland. The training facilities have room for approximately 30 people. Spare parts are stored in an automatic





warehouse, and maintenance operations with up-to-date equipment are in the immediate vicinity. The new warehouse premises house a large number of machines and attachments. We believe the new Avant Center will be more than enough to reach our goal, the doubling of sales.

The total area of the building is about 3,500 square metres, and this investment totalling approximately three million euros was financed by Avant Tecno. The German subsidiary is a tenant on the premises. Avant Tecno GmbH is located less than 30 kilometres from Frankfurt, at Einstein Strasse, Eppertshausen.



Avant importer in Switzerland celebrates 50th anniversary

Swiss Avant importer Gujer Landmaschinen AG celebrated their 50 years in business on 18.–20. March. The family company was founded in Mesikon, near Zurich, in March 1966.

The weekend started on Friday evening with a gala dinner. This relaxed and cordial event was attended by the company staff together with customers and business partners, 230 people altogether. The celebrations continued Sunday morning with a delicious brunch, followed by an open house event.

The day was organised with Swiss punctuality. It offered a great opportunity to learn about the company, its products and services, and the Avant Center. Managing Director **René Gujer** mentioned that the programme, together with the sunny Sunday weather, attracted more than 3,000 visitors.





The next milestone for Team Gujer is just around the corner. Next year Gujer Landmaschinen, with a staff of 25 people, will celebrate the 25th anniversary of cooperation with Avant on a large scale. Since 1992, Avant has become the most important product for the company. Gujer sold their 1 000th Avant loader in Switzerland in 2014.

A telling sign of customer satisfaction, quality and spare parts service is, as René Gujer points out, the fact that Avant Proficat no. 84 from 1993 is still in service. The owner of the machine – despite several efforts by Gujer Landmaschinen – is not willing to give it away and trade it in for a new Avant!

Avant Tecno congratulates Gujer Landmaschinen AG on their 50 years of successful business and thanks for the good cooperation over the years.



Gold Medal Award for Avant 225 in Poland



The MTP Gold Medal competition is held every year in Poland, and the Gold Medal Award is granted to innovative products and product development. Avant's Polish distributor, Serafin P.U.H., submitted the new Avant 225 to the competition.

The competition takes place on several fairs, where special juries of experts judge all submitted products. If the product gets a gold medal – a recommendation of experts – it moves on to the next phase of the competition, the public vote.

Avant 225 won a Gold Medal in the Gardenia exhibition in February. After getting the recommendation of experts, Avant 225 also won the prestigious Consumer's Choice Award granted to the best fair products by a public vote.

Congratulations for the achievement!

Strobl Austria GmbH celebrates 20 years of operation

Our importer in Austria, Strobl Austria GmbH, celebrated its 20th anniversary with an open house on 24–25 October 2015. The company, based at Waidhofen an der Thaya in Northern Austria, was founded by a married couple, **Rudolf** and **Monika Strobl**, in 1995. Soon after this, they started selling Avant machines, first in their own region and, after a few years of strong growth, as an importer.

Over the years, both the company and the family have grown; today, the second generation, the couple's sons Manfred and Robert, are involved in the business. Strobl Austria also has a dealer network that covers all of Austria, a necessity in the Alpine country with long distances.

Strobl has done a great job, lifting Avant to second place in the Austrian market between German brands operating virtually in their home market. This is a great achievement from both Avant and Strobl!



Avant is a Jack- of-all-trades on a Sussex campsite



An Avant 750 compact tool carrier is earning its keep on a 40-acre Sussex camp site with the help of an impressive line-up of nearly 30 different attachments.

Scotts Farm Camping Site, located at West Wittering near Chichester, has been owned and operated by **Doug Broadbridge** for over 20 years. The campsite currently offers 330 pitches for caravans and motorhomes as well as a large area for tents.

Mr. Broadbridge discovered the Avant machine at a landscaping trade show and immediately saw its potential for

his business. Initially he chose the 420 model, but after a couple of years he made the decision to upgrade. He chose the more powerful 750 unit to enable the use of a greater range of attachments.

Supplied by a new local Avant dealer, Chichester Farm Machinery, the machine is used on a daily basis for everything from power washing and carting large rubbish bins to mixing concrete and towing caravans.

“It really is an amazing machine and a real Jack-of-all-trades,” says Mr. Broadbridge.

“I’ve driven many makes and sizes of loaders all my life, but the Avant can do so much more – one minute it’s handling soil with a bucket and the next it’s helping us to plant trees using an auger.”

The 750 model chosen by Scotts Farm Camping is powered by a Kubota 4-cylinder diesel engine developing 36 kW (49 hp), driving through a 2-speed hydrostatic transmission. The all-wheel drive, articulated machine is just 1050 mm wide and can handle loads of up to 1,4 tonnes.





Avant Tecno USA

America has long been considered the “Land of Opportunity.” For Finnish Jukka Lyly-Yrjänäinen, the opportunity presented itself while he was back home visiting Finland during Christmas in 2011. Jukka inquired about the possibilities of selling Avant Loaders in his adopted home of the United States and was able to secure a meeting with the owners of Avant Tecno Oy, Risto Käkelä and Jani Käkelä.

Bringing any new product into the United States can be a difficult task. So, over the course of the next four months, Risto, Jani and Jukka explored the rules and regulations about introducing a new product to the North American market. For instance, they had to take into account the Tier 4 Emission Regulations in effect in the United States, a stringent pollution directive aimed at curbing greenhouse gas emissions. Once all of the technical details were resolved, Risto, Jani, and Jukka shook hands, and on May 1, 2012 Avant Tecno USA was born.

For Lyly-Yrjänäinen, the next challenge was to set up operations in North America. Choosing Chicago as his base of operations, Jukka filed all the necessary legal documents, found an office/warehouse space, and developed sales and marketing concepts in order to compete in a well-established skid-steer and compact tractor market.

Knowing that he could not do everything by himself, Jukka hired his first employee. *Craig Gustafson* aided him with the development of the technical and logistical support system for the loaders as well as getting Avant into the national landscaping exhibitions. The next task was to find someone with sales and dealer development experience to spread





the “Avant Concept” across the country. Jukka found **Bill Grundy**, an executive with extensive experience and a drive to build an equipment dealer network and to make Avant successful.

With the skid-steer being a uniquely American invention, the market is one of the most saturated markets in the United States with nearly every major manufacturer producing a version of the skid-steer. And even though Avant is not a skid-steer loader it is the closest

comparison to it on the market right now. In other words Avant is offering something new to the market.

From their small 500 m² facility in Chicago, the Avant Tecno USA team attracted high-quality, innovative dealers and many forward-thinking customers mostly in the New England and Midwest regions. The USA team got strong support from Finland, UK and Germany. Since then, Avant dealers have infiltrated the Southeastern and Western markets

of the country. In 2015, Jukka and his team expanded operations across the Canadian border.

With sales growing 50% to 100% annually, the modest working space of Jukka’s team became too small. To match the requirements of the fast growth, Avant Tecno USA moved its operations to larger 3,000 m² facilities in the summer of 2014. The new headquarters offer enough space for the ever-expanding support staff, for the meeting and training rooms, a modern shipping and receiving dock, parts and attachment inventory, and naturally enough room for the largest Avant loader inventory.

The new facilities allow the Avant Tecno USA team to provide quality service and timely support to their five territory sales managers and 100 dealerships. This allows them to focus on doing what they do best: promote the “Avant Concept” to landscapers, municipalities, nurseries, farmers, tree and snow removal companies, and every other emerging market in North America.

“The Land of Opportunity” has quickly become the top export market for Avant Loaders. In three short years, the “pioneers” at Avant Tecno USA have successfully built and promoted a new, unique concept in North America. It brings added value, versatility, and safety to everyone from the smallest one-man tree removal contractor to the largest landscaping firm in the world.





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