

# THE ENGINE HOUSE

Summer 2004 - Premiere Issue!

Welcome to the first edition of The Engine House! This newsletter is the result of many hours of hard work, which started off with a brainstorming session by the enthusiastic editorial group consisting of Nikki Goodman of Finning (Canada); Ximena Gonzalez of Finning South America; Octavio Alvarado of Diperk; Elizabeth Smith of Finning (UK) Ltd.; and myself. We wanted to put together a newsletter that would be not only informative but also interesting and fun for everyone in the Power Systems department. Our vision has now been achieved, and we sincerely hope you enjoy it. - Holly Mayer, Newsletter Coordinator



## MESSAGE FROM THE PRESIDENT

"Power Systems growth has been impressive over the last few years. We are almost halfway there to achieving our next target of \$1 Billion. We have a very committed team of people working hard to ensure that customers have a great experience when they choose us as their preferred supplier and service provider. We have a lot of exciting projects at hand to help improve and rapidly grow our business. We enjoy excellent support in Country and from our partner the Caterpillar Corporation, with whom we ensure that our strategies are closely aligned. We work in a very competitive and challenging environment; however, we feature a world-class range of engines and associated equipment which, when supported by our excellent and experienced teams, forms a formidable combination. I am enthusiastically looking forward to working with you to create our great future." - Paul Jarvis, President Power Systems

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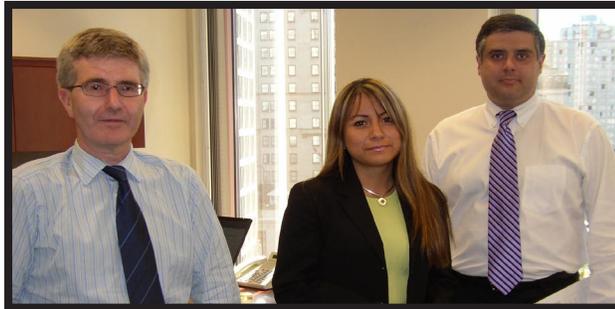
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## INTERNATIONAL



L-R Paul Jarvis, Jenny Perez, Marcello Marchese



Tony Guglielmin, pictured here in the lobby of the Finning International office in Vancouver

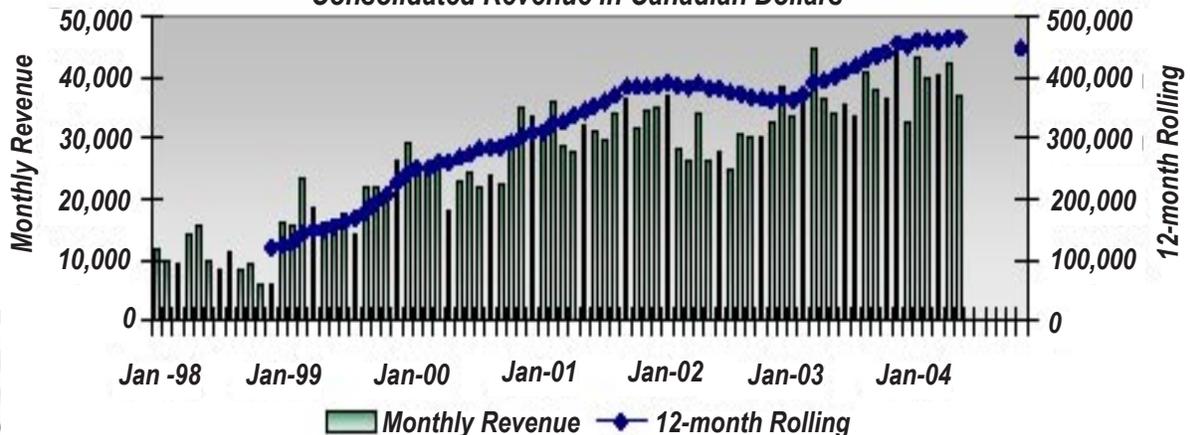
## WHO'S WHO IN THE INTERNATIONAL OFFICE

Within the Power Systems department at the Finning International office, there are some hardworking people: Paul Jarvis, President, Power Systems; Marcello Marchese, Business Development Manager, Power Systems; Tony Guglielmin, VP Corporate Development & Strategic Planning; Jenny Perez, Business Analyst, Power Systems; Diana Movold, Executive Assistant. On July 30, we said farewell to Mary Hull who is retiring - for good this time she tells us! Mary will be greatly missed, and we wish her the best of luck and happiness.



Diana Movold, above

## Consolidated Revenue in Canadian Dollars



**FINNING**  
**POWER SYSTEMS**

## 'CAN DO' ATTITUDE KEY IN PERKINS SUCCESS

Ian Laidlaw and George Teichreib of Perkins Western Canada have faced a lot of challenges since the beginning of this year. The first problem was their location.

***"We do what it takes to satisfy the customer's needs"***

"We were working out of the Finning International office tower in downtown Vancouver – not the kind of place that is effective in terms of what we work with daily," says Ian. "We had some difficulties. The couriers were not used to delivering large packages on pallets and in crates that were coming up the elevator to the tenth floor. We also had problems accessing our parts, and we only had a limited amount of space to work with in the cubicles. In general we had to make a lot of noise, which I'm sure didn't sit well with others in the office."

But they worked through it and are now settled into a warehouse in Burnaby, BC. "It's working out much better," says George. "I can access the parts, the engines. We're much more self-sufficient here. The only downside is that it can get lonely when Ian is out of the office."

Ian often visits dealers and customers in their large territory covering B.C., Alberta, Saskatchewan, the Yukon and the Northwest Territories, and it includes all the CAT Rental Stores.

Getting started in the new warehouse was yet another challenge they had to face. "We have to thank those in Finning (Canada) who helped support us when things were getting started," says Ian. "We know a lot of people went the extra mile to help us out, especially when there wasn't a lot of notice given about our needs. We especially

want to thank Jim Holmes, Dawn Hamlin, Lia Gray and Mike Zorn for their help with getting printers, invoicing and dealing with pricing issues. In the International office, Mary Hull was very helpful and Jenny Perez has been a great asset to us as well,"

Both Ian and George have worked for Perkins since 1996. Collectively they have over 40 years of experience in the industry. This "know-how" helps them understand the fundamentals needs of their customers. "When customers have an equipment breakdown and need something from us, we know it affects their livelihood," says Ian. "What we try to do is come up with innovative solutions and do what it takes to satisfy the customer's needs. George will go the extra mile, even when problems arise that we have no control over."



Ian Laidlaw (left) and George Teichreib showing the plaque Perkins Western Canada received for their appointment as the Perkins Master Distributor for BC, Alberta, Saskatchewan, Northwest Territories & Yukon Territories in January 2004

"I drop off packages at the airport that are going by air shipment instead of relying on a courier," adds George, "That way I just know it's going to get there."

All this extra care and attention can go a long way when it comes to customers and other dealers. And it shows when you look at the figures. They have already purchased their yearly budget for engines and have sold more engines to date this year than what the previous distributor did all of last year. "Dealers have told us it have been a positive experience. At first they thought perhaps a change in distribution could have a negative effect, but they have since told us it has turned out to be a positive change," says Ian.



Finning (Canada) Head Office in Edmonton, Alberta



Brad Moody (left) congratulating Gord Pederson.

### PRAISE FOR A JOB WELL DONE...

In the Calgary PS branch, there is a Service Rep named Gord Pedersen that does a lot of international troubleshooting. The below is a congratulatory email from his Manager, Brad Moody.

Gord,  
I would just like to pass along a thank you from Rick Parrish and the rest of the Caterpillar team for the help in Argentina to resolve the issues on the G3520C at Secco's EL Huemul site. They were very impressed with your professionalism and technical knowledge and dedication to resolving the issues. They commented on that you were always the first onsite and the last to leave and always willing to lend a hand on any issue. Also there was a comment on your trusty English/Spanish conversion book that you never went anywhere without, but from what I have been told it came in handy more than once. I would also like to thank you for representing Finning (Power Systems) once again in the outstanding way that you perform your job everyday with the utmost professionalism.  
- Brad Moody

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## TURN-KEY COGENERATION PLANT VELADERO PROJECT FOR BARRICK GOLD CORPORATION

The project was awarded on January 12, 2004 to Finning Chile and MacroSA for the turn-key engineering, procurement and construction of a modular 13 MW cogeneration plant. The plant will provide electrical energy and solution heating for Barrick's new Veladero gold mine located high in the Andes mountains of Northwest Argentina. The mine is currently in the pre-stripping stage and is using Caterpillar 793 haul trucks and various Caterpillar Power Modules. Full mining production is scheduled to start in 2005.



Above, left: The Power Systems Team in Santa Cruz, Bolivia, from L-R: Edmundo Guerrero, Parts and Service salesperson; Rodolfo Cossio, Service Technician; Jaqueline Severich, Service assistant; Victor Hugo Soto, Mechanic; Javier Zuñiga, Mechanic; Michel Montalvan, Parts salesperson, counter; Guadalupe Velarde, Sales assistant; Alejandro Vacaflores, Service Manager; Marcelo Jaen, Service Technician. Above right: The Matreq branch in La Paz



Above: The PS Team in Santiago last Christmas during a BBQ

### PERKINS ENGINES TEAM HOLDS INTENSIVE TRAINING WORKSHOP IN SANTIAGO

Recently, Perkins distributors from Guyana, Colombia, Argentina, Brazil, Peru and Ecuador gathered at Diperk's offices in Santiago. They were part of an intensive training session on the Perkins 23/2800 and 400/800 series, the latest 4006, and the electronic engine governors.

With both theory and practical activities, the session let participants interact with the trainers and engines to get a handle on the principles of the units. Each attendee received a Perkins Product Training Guild 'Passport' to record training on the products. The participants also got to share their service experiences with each other, and were so eager to learn that the event continued well into the evening.

Although many of the participants spoke English fluently, for those who did not the interpretation was ably handled by Robert Lindsay, service executive at Diperk, and Elio Berra, Technical Service Manager from Perkins Brazil.

At the end of the event, Luis Contreras Jorquella of Diperk gave his appraisal of the course: "Es Bueno Muy Recomendable" ("Is good and highly recommended").

### DIPERK INFORMATION - SANTIAGO

All branch/office locations web site: [www.diperk.cl](http://www.diperk.cl), e-mail: [diperk@diperk.cl](mailto:diperk@diperk.cl)

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Sales: Octavio Alvarado, Sales Manager

Service: Carlos Ossa, Parts and Service Manager

Financial: Elizardo Alfaro, Financial Manager

Projects: Francisco Zepeda, Technical and Project Manager

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## POWER SYSTEMS LAUNCH EP RETAIL WITH GREEK-THEMED EVENT!

We launched our new retail plans for Olympian generator sets at a Greek-themed press event in London last week.

The theme was selected to play on the link between the brand name 'Olympian' and this summer's Olympic games in Athens. It proved to be a real hit with the press. And attendance for the event was excellent.

David Oates, David Hockey and Alex Hillman represented Finning and Eric Ferrel --who flew in from Geneva especially to support the event -- was on hand for Caterpillar.

This new initiative forms a significant strategic change to the marketing of the Olympian range and is set to generate new business through electrical contractors, hire companies and building firms.

We'll maintain a stock of 100 generators from 5.5kVA to 250kVA and aim to provide nationwide delivery within 5 days. Customers will be able to place orders through a dedicated hotline - providing rapid response and turnaround. This will give us a significant advantage over the competition, whose lead times are typically 5-6 weeks.

The service will provide a fast, direct delivery service of Olympian generator sets for prime, standby and mobile applications and will significantly reduce delivery times for customers.



Cannock, Orbital 5 Branch, above



Eddie Smith, above

### MARINE DIVISION

Finning Marine Division is leading the way in the UK, with current sales figures smashing the budget year to date by 3.6 million Canadian dollars.

Eddie Smith, Commercial Marine Manager, puts this success down to the strength of his team. With over 100 years combined service with Finning, the team possess a diverse mix of experience, in depth product knowledge and established customer relationships. The combination is certainly proving to be a powerful force and continued growth is expected for the rest of the year.

### THE TEAM

Eddie Smith - Commercial Marine Manger  
 Keith Arnott - Commercial Marine Sales Manager  
 John Wiseman - High Performance Sales Manager  
 Richard Cochrane - Sales Engineer Commercial Marine  
 David Bull - Senior Projects Sales Engineer MaK/Cat  
 Paul Youe - Sales Engineer Sabre/VW and Small Cat

Jonathan Wellstead - Sales Engineer Sabre/VW and Small Cat  
 Peter Bennett - Senior Contracts Engineer Pleasure Craft  
 Mike Fairnie - Senior Contracts/Sea Trial Engineer  
 Neil Phillips - Contracts Engineer Commercial and Pleasure  
 Steve Marshall - Contracts Engineer  
 Denise White - Senior Sales Engineer



Marine Power Branch in Poole, above and right



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