Kässbohrer improves its used vehicle offer:

ECONOMY, STANDARD and PREMIUM are supplemented by Do-It-Yourself packages.

Bye-Bye-Bonus

Bye-Bye-Bonus promotion for used snow groomers still valid until 31st October 2009

Until 31st October 2009, Kässbohrer is offering all buyers exchanging an “old” snow groomer for a new PistenBully an additional 5,000.00 euros on top of the professionally assessed value of their vehicle.

The Bye-Bye-Bonus works as follows:

You swap a snow groomer made in 1995 or earlier for a new, used PistenBully individually prepared for you.

Are you interested? Then look on the Internet: There are used PistenBully specially available for the Bye-Bye-Bonus promotion at www.pistenbully.com. Or speak to our sales team directly.

Any customer who knows Kässbohrer knows that the PistenBully manufacturer also imposes the same high standards of quality and reliability on its used vehicles as it does on new production. Customers can define the scope of repair and guarantee themselves. There were previously three different variations available and, as of now, there are Do-It-Yourself packages as well.

Used PistenBully in three variations plus DIY packages guarantee the right solution for every requirement.

From track-setting vehicles to the PistenBully 600, Kässbohrer has the right vehicle for every individual requirement. There is always a selection of up to 100 vehicles. The most cost-effective option, if customers want to service the used vehicles themselves, is an ECONOMY vehicle, i.e. a used PistenBully without reconditioning, service or guarantee. STANDARD vehicles have been partially serviced and are ready to use immediately. Tracks and attachments are also in good, useable condition. Customers get a 12-month guarantee on the Kässbohrer original parts that have been used. PREMIUM used PistenBully have been reconditioned technically and visually and are, therefore, in an excellent condition. Tracks and attachments have also been repaired to a PREMIUM standard both technically and visually. The guarantee lasts for 12 months or 600 operating hours for the vehicle, tracks and attachments. There is even a guarantee for 24 months or 1,200 operating hours on a PREMIUM-repaired PistenBully 300 Polar / PistenBully 300 W Polar.

An example: with the DIY package, customers get a used PistenBully in ECONOMY condition, which is inspected by trained PistenBully personnel, but is not reconditioned or serviced. Customers can choose freely from a total of 8 sub-packages, which include professional repair work in the Kässbohrer workshop. Customers perform the remaining technical and visual preparation themselves and, thus, can control the level of investment.

The DIY packages at a glance:

<table>
<thead>
<tr>
<th>Package Type</th>
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<tbody>
<tr>
<td>Engine package</td>
<td>Rebuilt engine, New vibration damper, Transfer box sealed on engine side</td>
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<tr>
<td>Drive pump package</td>
<td>Rebuilt drive pump, Rebuilt hydraulic motors, New high-pressure hoses</td>
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<td>New axles, New rocker arms</td>
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<tr>
<td>Winch package</td>
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<tr>
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<td>Rebuilt planetary gear</td>
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<td>New ball, New hoses, New sprocket couplings, Arm servicing</td>
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<tr>
<td>Vehicle visual package</td>
<td>Lacquer driver’s cab including supporting frame cover, Lacquer chassis</td>
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Kässbohrer improves its used vehicle offer.

- Lacquer push frame and rear equipment rack
- Prepare platform visually
- Lacquer railings

PREMIUM tracks / attachments package:
- New belts
- New chains
- New tracks
- New Siller shafts
- Faulty covers replaced by new
- New finisher
- New hoses
- Visual preparation of the cleaning blade
- Visual preparation of the snow filler

Marc Celewitz is happy to answer any questions you may have on DIY packages. Tel. +49 (0) 739 290 0422, e-mail: marc.celewitz@pistenbully.com.

Or visit our annual PistenBully Used Vehicle Show on 18th September 2009 in Laupheim.

18th September 2009 in Laupheim.
10th Used Vehicle Show.

It will all happen on 18th September 2009: Kässbohrer in Laupheim is opening the doors on the 10th International Used Vehicle Show at 7am. With over 100 used PistenBully, Kässbohrer is offering the largest selection of quality and factory-tested PistenBully in the world on this day. So the right PistenBully for every requirement will be there.

Customers can have a used PistenBully individually repaired in the PistenBully workshops according to their expectations and wishes, or repair it themselves.

Attractive daily offers...

It is worth going in any case on 18th September, as visitors will benefit from special price discounts or they can exchange their “old” snow groomer for a “new” used PistenBully and will get another 5,000.00 euros as a Bye-Bye-Bonus in addition to the value of their old vehicle. The vehicles that qualify for the Bye-Bye-Bonus will be specially labelled on 18th September.

Visitors can also look forward to:
- Comprehensive information about special uses
- Spare-tracks at promotional prices
- Spare-parts at special prices
- Factory tours
- Tombola with excellent prizes

The lack of high mountains, the darkness of the winter months and the low temperatures have not been sufficient to stop Levi becoming an internationally renowned ski destination. In addition to the many tourists, the professional skiers of the Alpine Ski World Championship also come to Levi. Since 2004, the town with its 800 inhabitants has become a fixed point on the FIS racing calendar.

A special experience for BS presidents and directors from Italy.

From 13th to 17th April 2009, 85 directors and presidents of South Tyrolean and Italian ski resorts had to dress up warm. At the invitation of TechnoAlpin AG/SpA, Kässbohrer Geländefahrzeug AG and Doppelmayr Italia GmbH, they travelled to Finland, the land of a 1,000 lakes, to Levi. Jouni Palosaari, CEO of Oy Levi Ski Resort Ltd proved to be a generous host and took his Italian colleagues on a cultural and culinary excursion to his home in Lapland and presented the facilities in the ski resort with pride.

PistenBully ready for any use.

We all know how they work in the snow, the red powerhouse that prepares the world’s slopes and tracks late into the night. However, not all PistenBully are used in the mountains. Over 100 vehicles support scientists on expeditions in the Antarctic and PistenBully also prove their strength in the most extreme areas. The PistenBully Scout vehicle is ideally suited to transport tasks for research stations in hard-to-reach regions and under the most extreme conditions. The PistenBully Scout is ideally suited to transport tasks for research stations in hard-to-reach regions and under the most extreme conditions. The PistenBully Scout is ideally suited to transport tasks for research stations in hard-to-reach regions and under the most extreme conditions. The PistenBully Scout is ideally suited to transport tasks for research stations in hard-to-reach regions and under the most extreme conditions. The PistenBully Scout is ideally suited to transport tasks for research station...
Future market Russia.

With an average GDP growth of over 5%, Russia, along with China, is one of the largest future markets. However, the effects of the financial and economic crisis are also visible in Russia. The tourism industry has seen a clear drop. Winter sports have too. K-Info spoke to Steve Junghans, responsible for East European Business and Russia at Kässbohrer, about the opportunities and possibilities in the Russian market.

K-Info: Kässbohrer is no “newbie” in the Russian market. The company already has decades of experience from which you are surely profiting today.

Steve Junghans: Yes, that’s right. The first PistenBully were delivered to Russia as early as 1977, so that was still in the Soviet period. The Kässbohrer brand is known as the “Mercedes of snow groomers”. “Made in Germany” with the highest quality and outstanding service. On the one hand, this creates sales advantages, but on the other, customers’ demands on the market leader have clearly risen over the last few years. The “golden” age, when a lot could be achieved with relatively little expenditure, has been over. Nevertheless, PistenBully is one of the pioneers in the Russian market. We have gathered experience and that helps us to work the market.

K-Info: What are the peculiarities of the Russian market that make it difficult to work?

Steve Junghans: At over 17,000 km², Russia is an enormous country. In contrast, there are only 143 million inhabitants. Most of the 250 ski areas are in regional centres, like the southern Urals, the Caucasus, and in Siberia and at Baikal. But also in the Murmansk area, at St. Petersburg and in the Moscow area. In brief: In comparison to the Czech Republic, for example, which has 280 resorts and a land area of 78 km², Russia’s 250 resorts are distributed over an enormous area. KÄSSBOHRER has been managed from Samara. SKADO already has a member of its service team at Sochi, the Olympic City 2014.

K-Info: You’ve given me a good keyword with Sochi. I believe that the complete infrastructure – from roads to hotels to stadiums – needs to be built for the 2014 Olympics. How far have the works progressed?

Steve Junghans: Sochi is a typical example of how things are done in Russia. Projects are planned in the long term and then are repeatedly delayed for various reasons. There have also been delays in Sochi. In total, 214 projects have been announced, which are being partially financed by the Olympstroy state company (55 projects). The other projects will be borne by private investors and various state institutions. In particular, 3 venues are being built in Krasnaya Polyana as part of the building measures for Olympics 2014: the Rosa Khutor ski area where the Alpine competitions will be held, a biathlon centre, and a centre for the ski-jumping competitions. In addition to these new projects, the existing ski centres at Pehlako, Riple and Alpika are being expanded and developed. The Rosa Khutor ski resort is of particular interest to Kässbohrer. SKADO has already concluded supply contracts with this company and agreements to set up diverse ski technology and to supply PistenBully. We are delivering four PistenBully this year. Two have already been delivered. Further machines will be following depending on the progress of construction. But, with everything that has happened in Sochi (Krasnaya Polyana), we must not forget that ski sports are also continuing to develop in other regions. Existing resorts are being expanded and new resorts are springing up. In brief: I feel very optimistic about the future in the Russian market. Even if it takes a lot of time and patience.

K-Info: How do you see Kässbohrer’s future in the Russian market?

Steve Junghans: As I have said, I am very confident. Russia is a growth market. Above all, the basic conditions have also developed very positively. The state supports regions and, on the other, large concerns like Gazprom who have and are investing in ski resorts. These two target groups require a completely different approach and support. So that we can offer our customers the broadest information possible, SKADO, for example, hosts a forum every three years with support from its suppliers. This is unique and gives interested parties the opportunity to speak directly to suppliers, but also to find out how which legal provisions need to be followed. Government officials are also invited for this reason. Of course, we are also present at the Interarplon in Sochi.

Steve Junghans: Kässbohrer is also a clear market leader in Russia. The PistenBully type that is used in the individual ski resort is always determined by the requirements of the landscape. So there are no differences here to the rest of the world. However, in Russia the ratio of used vehicles to new is 2:1 or higher. There are far more used machines in use and this market is hard fought accordingly. The used machines are particularly popular in the small and medium-sized ski resorts.

K-Info: And finally just a question on the market share of the different PistenBully types. Are there significant differences in Russia?

Steve Junghans: Yes, that’s right. The first PistenBully were delivered to Russia as early as 1977, so that was still in the Soviet period. The Kässbohrer brand is known as the “Mercedes of snow groomers”. “Made in Germany” with the highest quality and outstanding service. On the one hand, this creates sales advantages, but on the other, customers’ demands on the market leader have clearly risen over the last few years. The “golden” age, when a lot could be achieved with relatively little expenditure, has been over. Nevertheless, PistenBully is one of the pioneers in the Russian market. We have gathered experience and that helps us to work the market.

www.pistenbully.com
9th PistenBully Professional’s Camp in Diavolezza, Switzerland a Big Success!

2 days’ intensive training at 3,000 m.

After a year off, it was that time again from 25th – 30th May 2009: 75 participants from 13 countries met in Diavolezza in the Engadin for a 2-day course on the construction and maintenance of family parks, the construction of jumps and working with rails, as well as learning how to use the PistenBully economically and to swap experiences.

In a total of 3 groups, selected professionals showed the participants the latest trends and lots of tricks. Once again it was clear how important it is to recognise these trends and to react to them as quickly as possible. You will find more impressions of PistenBully Professional’s Camp at www.pistenbully.com.
Award-winning pictures from the 08/09 season photo competition.

We are grateful for all your efforts and look forward to a repeat in the next winter season.

Arnold Ritter, Italy
taken on the Klausberg, Italy

Jens Weißbach, Germany
taken in Bad Schlema, Germany

Guillaume Bibollet, France
taken in Serfaus, Austria

Gabor Draschitz, Hungary
taken in Serfaus, Austria

Frédéric Pansard, France
taken in Haute Jura, France

Luca Zardini Zesta, Italy
taken in Cortina d’Ampezzo, Italy

Rafael Sanchez Ybañez, Spain
taken in the Sierra Nevada, Spain

Thomas Stolz, Germany
taken in Oberstdorf, Germany

Toni Kunz, Switzerland
taken in Lenzerheide, Switzerland

Florian Diller, Switzerland
taken in Meirschsee-Frutt, Switzerland

Special prize: Herbert Oberer, Austria
taken in Oberstdorf, Germany

Special prize: Eric Labor, USA
taken in Montpelier, Vermont, USA

www.formatic-by-k.com
Kässbohrer Geländefahrzeug AG’s new spare-parts webshop and service portal had already been launched by Interalpin 2009. PistenBully customers can now use the webshop to order their original PistenBully replacement parts more quickly.

Kässbohrer’s new service site provides a comprehensive online support centre with accurate up-to-date information aimed at different target groups.

K-Info spoke to Christof Heim, Head of Spare-Part Sales and Albert Arbogast, Area Manager Technical Service, about the advantages that both portals offer to customers.

Christof Heim: Speed was one of the arguments for developing the new PistenBully spare-parts webshop. Although speed alone was not crucial, as our spare-parts service has always been fast. However, the days of the good old CD-ROM for spare-parts are simply over. A market study had shown that customers demand information updated daily, which is only possible on the Internet. The PistenBully spare-parts webshop offers our customers a convenient and simple user guide. The process that leads the user step by step to the desired spare-part is very intuitive. Access is first effected using the chassis number. To make future ordering simple, customers can define their own fleets with their own fleet numbers beneath the user name.

K-Info: Are there other specialties that make the PistenBully spare-parts webshop stand out?

Christof Heim: The extremely customer-friendly “automatic memory” of the PistenBully spare-parts webshop is very interesting. Orders are archived and follow-on orders can be set up very easily with one click. Additionally, individual notes can be stored on each spare-part.

K-Info: Will supply of spare-parts be more centrally organised in future?

Christof Heim: No, under no circumstances. PistenBully customers expect the best service from the market leader. Therefore, supply of PistenBully spare-parts will continue to be organised locally to ensure fastest possible delivery to the customer and also to ensure direct personal contact. And that works very simply: customers enter their personal PistenBully service partner when they register online. Supply is organised in the relevant country. Kässbohrer is remaining true to its corporate philosophy of “The customer in focus.”

K-Info: How does access to the spare-parts webshop work?

Christof Heim: We send our customers their personal password when they register for the shop. It is ideal for the customers that there is just one password for the spare-parts webshop and the service portal and you don’t have to remember several.

K-Info: And now to the service portal. What advantages does Kässbohrer’s service portal offer?

Albert Arbogast: The service portal was developed using customer feedback; they demanded an electronic contact point for answers and background information to their technical questions. The central portal gives our customers simple and fast access to product and service information, supplies support offers updated daily and lots of tips and tricks for PistenBully maintenance and servicing, which help to save costs. Customers can see the TOP 10 of the latest entries on the start page. The convenient full-text search gets you the desired search result quickly. Chassis number and model can also be selected.

And don’t forget: not only PistenBully customers profit from the powerful database solution; the PistenBully service technicians will have much lighter bags in future in the form of a laptop.

K-Info: What other opportunities does the Internet offer for PistenBully service?

Albert Arbogast: Customer proximity is the watchword here, as, alongside technical innovations, this is one of PistenBully’s most significant success factors. Today, customer proximity means not only maintaining close personal customer relations, but it also means an efficient use of a modern communication tool that brings us closer to customers even more quickly. We are certain that we have gone down the right path here. Many intensive discussions with our customers over the last few months have shown that it is not just the young generation who value professional online platforms as genuine working aids.

K-Info: The two online portals have now been online for a few months. Have customers indicated their acceptance to you?

Albert Arbogast: The access figures for the first few months on the two new PistenBully online portals have vastly exceeded our expectations. Both offers are a perfect supplement to existing customer information and communication and are used a lot by our customers.

Order with a click of the mouse, simple and fast:
Replacement parts webshop and service portal online.

The advantages of the PistenBully replacement parts webshop at a glance:
- Vehicle-related parts definitions
- Extensive search option
- Item-related notes and installation tips
- Documentation updated daily
- Order archiving
- Bilingual German / English

Order with a click of the mouse!
Simple and fast.
BeachTech successful in fight against oil on the Australian Sunshine Coast.

In March 2009, the container ship Pacific Adventurer sprung a leak off the coast of Brisbane, Aus-
tralia. Several containers became loose during a mighty storm and damaged the hulls of two outer tanks filled with heavy oil. The escape oil conta-
minated two nature reserves in addition to some 3-sided views, today CAD data are available. Incidentally, I have signed a confidentiality agreement so that I can work with original plans and data. A few things have also changed in model making: the electronics are continually progressing and quite a few things have happened in miniature hydraulics. The models are made from steel, aluminium and plastics. The smallest amount is available to buy, so 90 % of the components are fabricated.

K-Info: How has model making changed from then to today?

Michael G. Peter: The difference between then and now is the specifications that are available for the model blueprints. While 10 years ago I was working with a couple of 3-sided views, today CAD data are available. Incidentally, I have signed a confidentiality agreement so that I can work with original plans and data. A few things have also changed in model making: the electronics are continually progressing and quite a few things have happened in miniature hydraulics. The models are made from steel, aluminium and plastics. The smallest amount is available to buy, so 90% of the components are fabricated.

K-Info: What does model making really depend on?

Michael G. Peter: A model is especially good when it is as accurate and operational as possible. Therefore, I strive to realise even more details and technical functions on every model. For example, the PB 330 D in 1998 had a miniature hydraulic on board with 14 bar, working pistenbully 330 protective covers and the tilt function of the pistenbully 330 polar, as well as working emergency vehicle lights.

K-Info: Which pistenbully model are you working on now?

Michael G. Peter: I'm currently making the pistenbully 400 park in 1:8 and 1:12 scale. The ROPS frame is being shown here for the first time in the 1:8 model and is covered with GRP side plates. I'm also working on an operational PipeMagician and a snow tiller which will be unveiled at the model making show in March 2010 at the latest.

A special summit cross – made from original PistenBully track-cleats.

The Fanningberg in Lungau, Austria in Mariapfarr is a top-secret tip! The ski resort is small, but you can reach several wide and clear slopes with a 6-seater chairlift. Canving slopes and a steep slope with a family-friendly bypass offer a whole day of the best skiing pleasure.

The Fanningberg has recently revealed a new attraction. The new summit cross erected at 2,260 m in memory of fallen mountain climbers has surprised visitors with its unusual choice of material; 10 original PistenBully track-cleats were used for the extraordinary summit cross. And it comes as no surprise that this idea came from a real PistenBully driver. Balthasar Kösselbacher has been preparing tracks with a PistenBully for the Mariapfarr community for 25 years.
Anniversary competition
Have a go and win.

The anniversary competition: you just need to answer these four questions correctly to take part in our competition. It's worth it. In addition to a factory tour for 20 people with lunch in Laupheim (1st prize), a 200-euro gift voucher (2nd prize) and a 100-euro gift voucher (3rd prize) for our shop are up for grabs.

The deadline for entries is 31.10.2009.

Which anniversary is PistenBully celebrating in 2009?

- 18,000 PistenBully manufactured  
- 40 years of PistenBully

Where is the head office of our representative SKADO?

- Moscow  
- Samara  
- Sochi

When is the 10th International Used Vehicle Show?

- 3rd September  
- 18th September  
- 25th September

How many times has the PistenBully Professional Camp taken place including that in 2009?

- 6  
- 9  
- 10

My address is:

Surname    First name
Street/ house number
Post code   City
Country
E-mail

Fax to +49 (0) 73 92 / 9 00-556
Marketing Department

Employees and their relations are excluded from entry. The winners will be informed in writing. There is no legal recourse.

Inspected quality with seal.

The Kässbohrer name stands for top products and top services. Anyone who has visited the works at Laupheim knows that the whole company and the behaviour of each individual employee is oriented to the highest product quality. Each vehicle is put through its paces and inspected before it leaves the Laupheim works. For example, every vehicle is tested under the harshest conditions in our cutting-edge test facility before delivery.

You will see the green sticker with the green tick on your vehicle when it arrives. It proves that the vehicle meets Kässbohrer's high quality standards.

PistenBully knitted hat
Sporty knitted hat with stitched fleece insert (ear band), silver stitching on outside.
Colour: black
Material: 50 % wool, 50 % acrylic
One size fits all, stretches
EUR 9,90/pc.

PistenBully Ladies’ Polo Shirt
Fitted ladies’ polo shirt with silver stitching on the chest.
Colour: black
Material: 65 % polyester, 35 % cotton
Sizes: S – XL
EUR 19,90/pc.

Price incl. VAT, plus shipping EUR 5.90. Minimum order: EUR 25.00
You can order these items from the PistenBully Shop at www.pistenbully.com.

Reply fax: +49 (0) 73 92/9 00-556

My address has changed; please send K-info to me at the address below.

K-info no longer required.

I am a  
- works manager  
- workshop chief  
- piste chief  
- driver  
- fan

My new address is:

Surname    First name
Organization
House number / street
Zip code   City
Country
Telephone   Fax
Email
Remarks / Comments:

Service numbers
Published by

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Spare Parts Sales
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