



★ PistenBully select ★★★ the "new star" in the PistenBully sky ★★★ PistenBully select ★★★ the "new star" in the PistenBully sky ★★★ PistenBully select



**Rely on the pioneer among winch  
vehicle manufacturers.**

More on page 6.

### Dear customers, dear readers,

It is September and in the ski resorts the PistenBully are at the starting gates. They are ready for the new season to create the perfect slope conditions. We're looking forward to the 2011/2012 season and wish you all a great start and of course lots of snow!

Once again there is a lot to report on our company. I particularly want to mention two things: there's been a change in generation in PistenBully Sales. Long-term staff are taking retirement and handing over to skilled successors. We are sure that we will have an ideal set-up to meet the challenges of the future.

The second theme is our commitment to sustainability. With vehicles like PistenBully 600 *TwinPower* and PistenBully EQ.2 we have proven that strong machines and sustainable technologies go hand-in-hand. And you can be sure that we will continue to expand our sustainability management step-by-step. True to one of our corporate goals: responsibility starts today.

Yours, Jens Rottmair



## Stefan Spindler takes over as the successor to Hans-Peter Müller. Change at the top of sales at PistenBully.



**Stefan Spindler:** "Mr Müller has made a substantial contribution to the current success of the brand."

**Hans-Peter Müller:** "In my opinion Mr Spindler is exactly the right person for this job."

Hans-Peter Müller has been at PistenBully from the very start. His training began in 1969 at Karl Kässbohrer Fahrzeugwerken and he has been part of the PistenBully team since 1971. In the 42 years of his professional career he has held various positions within the company and was named as Head of Sales and Marketing in 1991. Müller is retiring on 31<sup>st</sup> Mai 2012. His successor, Stefan Spindler, takes over on 1<sup>st</sup> October 2011. The 47-year-old sales professional is moving within the company – Spindler has been at BeachTech since 2002, first as an Area Sales Manager and, since 2006, as a Product Division Manager. In addition to his sales function at PistenBully, Spindler will also be responsible for the BeachTech product in future. This means he will be the Vice President Sales for both products. They will both use the next few months to prepare for the change. K-Info spoke to them about the challenges and goals.

**K-Info:** Mr Spindler, after nine years at BeachTech you are now taking over as Head of Sales at PistenBully. How did you come to this decision?

**Stefan Spindler:** Right at the outset I would like to say that working at BeachTech is very exciting and carries a lot of responsibility. So I'm not moving because I don't like my current job, but more because Head of Sales at PistenBully means completely new challenges for me personally.

**K-Info:** And what particularly appeals to you about your new role?

**Stefan Spindler:** PistenBully is the absolute market leader worldwide. And the vehicles are the synonym for perfectly groomed slopes and tracks. Just these facts make the job extremely appealing. In addition, Head of Sales at PistenBully involves very different responsibility and prospects than my current position at BeachTech.

**K-Info:** What are the challenges that you will have to master and what tasks have you undertaken?

**Stefan Spindler:** The biggest challenge will be to continue the success of PistenBully that has been achieved in the past by Mr Müller and his team. He has made a substantial contribution to the current

success of the brand. The market has changed over the last few years and the competition is much fiercer than it used to be. Our competitors are pursuing new strategies. We must and will stay on the ball here to defend our market leadership and to continue to expand.

**K-Info:** What is your long-term goal?

**Stefan Spindler:** The primary goals are those that affect the success of PistenBully: continuity, customer proximity with outstanding service and continual technical improvement to our products in close partnership with our customers. I've certainly got some big shoes to fill: There has been outstanding work over the last 40 years. We are extremely well set-up in sales and product development – this successful strategy is definitely not being put into question, indeed we will continue it seamlessly.

**K-Info:** What know-how from BeachTech will be particularly useful to you in your current position?

**Stefan Spindler:** It is a great advantage that I already know the company and its processes.

However, I am essentially faced with a new product and I will have to get to grips with the PistenBully technology. As well, the customer structure at PistenBully is very different to the municipal customers at BeachTech. My years of sales of experience and technical know-how will help me to learn the ropes of the new situation quickly.

**K-Info:** Mr Müller, are you finding it difficult to leave work?

**Hans-Peter Müller:** Well I'm definitely not happy to leave – I've had a really great time at PistenBully and have continually had to face new tasks and challenges. But I am looking forward to the time after PistenBully – even though I'm not thinking that much about it at the moment.

**K-Info:** Is there anything in particular you're planning to do?

**Hans-Peter Müller:** There are still a couple of countries that I'd like to visit – if you can believe that, as I've travelled around so much through my work. Other than that I haven't given it much thought yet, but perhaps that will change – it's still another couple of months before I retire, which I'm going to use for a thorough handover to my successor.

**K-Info:** What are you particularly proud of in the Sales department?

**Hans-Peter Müller:** When I started my training in 1969 at Kässbohrer Fahrzeugwerke, the first PistenBully were just being built. So I started in the PistenBully Sales department in 1971 when I was still a trainee. We were a very small team then. The Sales department consisted of three people – including me. Together with the continually growing Sales team I have succeeded in taking PistenBully from 0 to 60. I'm proud that we have succeeded in expanding our presence worldwide. Today, the industry would be unthinkable without PistenBully.

**K-Info:** What are the best moments from your career at PistenBully?

**Hans-Peter Müller:** Oh, there are so many! But an absolute highlight was the move to the new site in Laupheim. A really unbelievable feeling to have achieved what we always wanted: everything together under one roof. You have to remember that we had a really difficult time from 1994, after the

sale of the all-terrain vehicle department to an investment company, and we didn't know whether we would be able to maintain a market presence as an independent company. My numerous trips represent lots of little highlights during my career. I have met very interesting people and had some really great experiences.

**K-Info:** What words of wisdom do you have for your successor?

**Hans-Peter Müller:** Firstly, I'd like to say that I think he is just the right person for the job. Spindler has been at the company for almost ten years and knows it very well. He also has a technical background is very committed. His most difficult task will be to maintain PistenBully's strong market position and to continue expanding it. That is of course much harder than it has been in the past and there are always influencing factors. Because of this I wish Mr Spindler the right products, the perfect sales team and the required quantum of luck to master this role.



Many of you know him already: **Werner Seethaler, Deputy Sales Manager.** He is taking on the position of Export Manager for PistenBully on 1<sup>st</sup> October 2011. He is the right

### Award-winning pictures from the 2010/2011 season photo competition.

There are more award-winning competition photos on the following pages.



**Bernhard Arnold, Switzerland**  
Taken: Stoos, Switzerland



**Tim Mertens, Germany**  
Taken: Klausberg, Italy

man for both roles – Export Manager and Deputy Sales Manager. Seethaler has worked closely with Vice President Sales Hans-Peter Müller over the last few years. Thanks to many years at the firm he knows the markets and the customers very well. The skilled businessman has been at the company since 1979. He moved to then Sales department at PistenBully in 1981 and took on responsibility for the Eastern European area – except Russia in 1985. Additional markets followed over the years: 1988 Scandinavia and 1997 Asia. In 2000, he handed over the Eastern European market to Steve Junghans.

Our "stars" are close enough to touch!

**PistenBully select: Almost new PistenBully 600 with certificate.**

**PistenBully select are the  
\*new stars\*  
in the PistenBully sky.**

**Almost new and only available in limited numbers.**

PistenBully *select* offers you PistenBully 600, which can definitely hold their own against our new vehicles without further work. Every PistenBully *select* meets the highest Kässbohrer quality standards. In technology and service alike.

**PistenBully select stands for:**

- ★ **Cost-effective**  
Top technology at an extremely attractive price.
- ★ **Top quality**  
Restored to the highest PistenBully quality criteria.
- ★ **New vehicle guarantee**  
Full guarantee like on a new vehicle.
- ★ **Service**  
Only at Kässbohrer:  
100 hours' customer service and two summer inspections.
- ★ **Training**  
Voucher for one training session included.



- ★ **Strong partnership**  
The engine is completely rebuilt and certified by Daimler.
- ★ **Safety**  
Every PistenBully *select* is DEKRA-certified.



PistenBully *select*: Guarantee as for a new vehicle plus service contract.

## Quality. Because everything is just right.



**Uwe Thierer, Head of the customer-oriented Quality Centre.**

Kässbohrer Geländefahrzeug AG implemented a comprehensive quality management system in all business processes in 2008 and is certified in accordance with the internationally recognised quality management standard ISO 9001:2008. Fixed quality milestones in the development process after each development stage ensure that the high quality goals are maintained. The process security this achieves leads to sustained improved quality of the products in many areas.

Kässbohrer performs extensive field tests under extreme conditions long before series components are installed in series vehicles. Each part is tested for reliability and functionality. New components are subjected to strict testing in the lab, such as temperature change tests, vibration tests. Electronic components are also tested for electromagnetic compatibility. A CNC-controlled coordinate measuring machine with optical measuring system is used to measure the parts. The master forms have already been compared to the design data using optical measuring technology to ensure quality during the product design phase.

We also put the quality of our suppliers under the microscope. We not only impose strict selection procedures on the suppliers, but also subject the supplied parts to a systematic testing process. And this applies in triplicate:

The Kässbohrer quality testers are involved in the production of models and moulds as well. The first samples are then subjected to thorough quality controls and at the end the specialists from Laupheim form an exact picture of the production of the part under series conditions. In this context, for example, Kässbohrer performs purity testing on hydraulic components and materials testing.

In the final quality check we test every vehicle for functionality and its appearance. Before that, the vehicle undergoes a test run of several hours on the power testing station, which is equipped with energy recovery. We perform vehicle audits in addition to the

final end checks on all PistenBully and subsequent release by our quality centre. We perform further function testing with attachments on individual vehicles randomly selected from those that are ready for delivery. This is how we simulate transfer of the vehicle to the customer.

All these measures help us to ensure that we continually improve our product quality.



**New laser scanners measure the drive wheel of a PistenBully.**



**Neil Robertson, Scotland**  
Taken: Hlidarfjall, Iceland

Award-winning picture from the 2010/2011 photo competition

## The new 4.5-tonne winch.

Winch machines are no longer just used in steep slope situations, but also for moving large amounts of snow. Kässbohrer invented the winch machine and also displayed its innovative power in the subsequent years in the continual improvement of its winch technology. The new 4.5-tonne winch is the latest model – it has been on the market since April 2011.

The winch gearbox has been completely redeveloped for the new 4.5-tonne winch. It is now designed to last for the whole life of the winch – the previously required inspection is no longer needed. Moreover, the rope technology has been optimised, which in combination with the new winch means the rope lasts around 20 % longer than before. The ease of inspection of the winch and the longer rope life reduce operating costs, increasing the cost-effectiveness of the vehicles. More rope pull and a usable rope length of 1,000 m are additional positive features of the new winch. The winch control has also been completely reworked. The new technology supports precise and efficient working: frequent work positions are easy to find using the continuously variable potentiometer with raster function – for example when adjusting the winch rope pull.

Kässbohrer has of course thought about the driver's safety too: sensors and acoustic signals warn of any coiling errors and show the remaining available rope length. The rear camera guarantees a completely clear view and enables instant slope quality judgements to be made: Even when reversing with winch the driver can still see everything, because the colour camera image is automatically superimposed on the display when you reverse the vehicle.

# 4.5 tonnes of pure power!

## No mountain too steep, no load too heavy.



60 % market share in Scandinavia.

## PistenBully Kessu Oy agency celebrates its 20<sup>th</sup> birthday.

Area Sales Manager Werner Seethaler has been responsible for the Scandinavian market for more than 20 years and looks after, with the agencies Antra A/S in Norway, WinnMarketing A/B in Sweden and Kessu Oy in Finland, more than 1,000 active PistenBully altogether. Long-term, consistent cooperation with the agencies is reflected in a market share of over 60 %.

Antra A/S has been looking after the Norwegian market since 1972. There from the start: Fredrik Lien. Cooperation with WinnMarketing A/B in Sweden began in 1983. Since then, Roger Strandberg, Glenn Bergström and Joakim Bergström have been looking after the Sweden customers together.

Kessu Oy in Finland is the "youngest" agency in the group. Founded in 1991, this agency is currently celebrating its 20th anniversary. Veikko Mantilla and Peter Söderholm, Kessu Oy, not only look after Finland, but also the Baltic states. The Scandinavian three agencies sell BeachTech beach cleaning devices alongside PistenBully and have also been responsible for the sale and service of Formatic since 2008.

### Kessu Oy Finland at a glance:

- 13 staff
- 3 spare part warehouses (2 in Finland, 1 in the Baltic states)
- 4 service stations (3 in Finland, 1 in the Baltic states)

### A diverse, cross-national ski resort.

In Scandinavia, winter sports are the national sport – like football in other countries.

This is demonstrated by extremely well-established infrastructure – including the network of cross-country tracks. There are approx. 3,000 km of tracks around Oslo alone, of which 100 km are illuminated. In addition to ski areas specially designated for children, more and more fun parks are springing up, but also indoor ski areas for cross-country skiing. A trend:

cross-country ski tracks from hotel to hotel with convenient luggage service for the guests, who can enjoy the breadth of Scandinavia on perfectly laid tracks. Alpine skiing has experienced a huge increase in popularity over the last few years. From Oslo, for example, you can reach Lillehammer, the starting point for the Winter Olympics 1994, in just two hours by car. The selection of destinations for winter sports enthusiasts along the 1,500 km mountain range that separates Sweden and Norway is huge. The individual mountains have not had to be covered down to the last metre in ski slopes This is good for the ecological



From left to right: Hans-Peter Müller – Vice President Sales PistenBully, Veikko Mantilla – Kessu Oy, Peter Söderholm – Kessu Oy, Jens Rottmair CEO – Kässbohrer Geländefahrzeug AG, Erwin Wieland – former Chairman of the Board Kässbohrer Geländefahrzeug AG

balance and also offers visitors advantages, such as short waiting times for the lifts.

### Not just attractive in winter.

The idea that there are no challenging slopes in Scandinavia is simply false. It is true that the slopes rarely start above 1,200 metres, but they usually average three to four kilometres in length. The height differences covered are between 300 and 800 metres. However, skiing in Scandinavia is not just a winter sport. Scandinavians can also enjoy their winter sports in high summer in Stryn, Galdhøpiggen and Folgefonna in Norway.

## With heart and soul. Or enthusiasm never ends.

This applies to Günther Schlenzig. The "veteran" general agent of Kässbohrer Geländefahrzeug AG still has passion and takes pleasure in his work. He is definitely one of Kässbohrer's "PREMIUM" vintage models.



Günther Schlenzig hands over care of the Allgäu to Matthias Geiger.

After 30 years at PistenBully, he is passing on the Wendling & Schlenzig agency at the end of the year due to his age. Founded by his father-in-law Heinz Wendling in 1952, the general agency has been involved with PistenBully from the start and was taken over by Günther Schlenzig in 1993.

Throughout all the years that Günther Schlenzig has worked so tirelessly for PistenBully, his first priority has always been the trust and satisfaction of the customer. He was always aware of how important the Allgäu is as the "home territory" for PistenBully. He can be proud of over 300 new vehicles sold!

There is "naturally" a change now. Günther Schlenzig has already informed his Allgäu customers about this

change personally. The Allgäu will be looked after in future directly by Mr Matthias Geiger at Kässbohrer Geländefahrzeug AG.

Anyone who knows Günther, knows how much it means to him to know that he is leaving the Allgäu in good hands. Therefore, it is very important to him to "groom" his "successor" Mr Matthias Geiger with extensive information. In particular, Günther Schlenzig hopes that Mr Geiger will be well received by the "Allgäuern" and that PistenBully will continue its successful course in the Allgäu.

## Artificial islands with amazingly long beaches: Magically created from the ocean.

Ten BeachTech machines are operating on the artificial islands in the Persian Gulf. They prep, clean and maintain the beaches created by man.

In the Persian Gulf, companies are constructing new islands like others build houses! In the early 1990's, work began on what was the greatest land creating project in the world, called "The Palm Jumeirah", which was the first of three man-made palm islands off the coast of the Emirate of Dubai. In Qatar, another large-scale island project is now in the middle of its construction phase and this new island, called "The Pearl Island", will be providing luxury vacation experience in the Riviera style. In addition to these

islands, currently along the Southern tip of Bahrain, the "Durrat Al Bahrain", which is a group of 14 artificial islands, is beginning to take shape and even though the global financial crisis has impacted Dubai as well, they have several "island projects" due to be completed in the next few years. These new islands in turn generate a growing need for professional beach cleaning as just the "The Palm, Jumeirah" increased the length of Dubai's coastline by about 100 km or 62 miles!

### Kilometres of new beaches.

BeachTech machines are currently operating along the beaches of the first island project off the coast of

Dubai. The requirements on the machines are very unique as in the early stages of the project the beaches are littered with building rubble and rocks. Due to this unusual beach debris, it was clear that the initial steps of the beach prep would be outside the normal concept of beach cleaning and the BeachTech units will be used in very demanding situations. While the toll is taken on these machines and parts will wear, the BeachTech machines are built to handle all these conditions and not only has BeachTech turned these new artificial islands into the perfect vacation beaches, but they continue to insure that the beaches are kept that way.



Huge construction sites make up the typical skylines right now.



BeachTech cleans the beach of "The Pearl" in Qatar.



Seen from outer space: "The Palm" in Dubai.

### Building an island.

One might think that getting enough sand within a desert state should be an easy job. However, the real issue to consider is that desert sand is much more of a fine-grain sand, and this is not the grain that one would see in normal beach sand. As a result, the sand for the luxury beaches of the artificial islands must be taken from the ocean, from the sand banks off the coast, by huge dredging rigs. Using a special technique, huge tubes pump whole sandbanks inside freight ships, which place the sand exactly where the luxury islands are supposed to "grow" out of the ocean. Each ship places thousands of cubic meters of sand, mixed with rocks and other debris, and the three "Palm Islands" in Dubai alone, consist of over 100 million cubic meters of rocks and ocean sand. The sand is then compacted with a special vibration technique to reduce the risk of erosion and insure a stable platform to build upon. For additional protection against erosion, a wall of massive rocks is built around the artificial beach and this wall must be able to break waves of up to 4 meters (13 feet).

## BeachTech – entry to Rhode Island: Bonnet Shores Beach Club relies on BeachTech.

BeachTech is now also working in on the north-east coast of the USA with a BeachTech 2000, an area to which a competitor had previously laid claim.

In Zack Stedman, the General Manager of Bonnet Shores Beach Club, we have found someone with expert knowledge, who has immediately recognised the advantages of BeachTech. An enthusiastic team have been working since the beginning of the season with the vehicle from Germany.

The Bonnet Shores Beach Club is a private residential complex with 930 apartments, suites, cabanas (huts) and bathhouses (changing cabins). The complex also includes a magnificent, approx. 500-m-long private beach, a pool, restaurants, sporting facilities and many other amenities in a family atmosphere.

The possibility of the two cleaning techniques was crucial in the choice of BeachTech. "On the beaches here in the north-eastern USA there is a lot of seaweed. Clearly the raking technology is used here", explains Zack Stedman. "But our beaches are also littered with small stones, which are best removed with the sieving technology. As a private club our members are particularly sensitive to a beach without rubbish. The crew of the club are naturally also committed to the goal of offering the best-maintained beach on Rhode Island. BeachTech is helping us to achieve this goal!"

For Zack Stedman it's important that his staff enjoy their work. Two drivers share the work on the beach, while other staff have been trained to service the vehicle. So the BeachTech produces exemplary work every day.

On the issue of user-friendliness Zack Stedman says: "The drivers love the BeachTech for different reasons. The learning curve was extremely short, everyone quickly grasped what they had to do. The optimum accessibility of the parts and the clear overview of wear and tear parts make you stand out from the competition. The hydraulic adjustability of the cleaning techniques is also a plus. And I think they're also just very proud when they see the great condition of the beach when their work is done."

The fact that the sand can now actually be sieved as well, really impressed Zack Stedman and his colleagues at Bonnet Shores. "We are all impressed here by the performance of the BeachTech 2000 – and also by your service! It's good to know that there's always someone like Sam Trafton on hand if needed. It's also great that the people at Kässbohrer have succeeded in getting the vehicle to the beach in really good time for the start of the season. And in training my team in parallel. I know that this is the first BeachTech in the north-eastern USA – and I'm happy to pass on my positive experiences at any time."

Now we're looking forward to great cooperation in the years to come!



### Our man on the East Coast.

Mr Sam Trafton is responsible for sales and service in the BeachTech team in New England.



Zack Stedman and his team in front of the new BeachTech 2000.



**Marc Giet**, successor to Mr Spindler, is the new team leader for the BeachTech sales department. A skilled salesman in wholesale and international trade, Marc started with Kässbohrer Geländefahrzeug AG in 2000, and

brings prior experience across various markets and he is very familiar with the company and its products. Over the last few years, Marc worked alongside Mr Spindler. to guarantee that the transition, strategy vision and regular activities of BeachTech run smoothly. As an Area Sales Manager for BeachTech, Marc Giet, born in Belgium, is in charge of numerous countries. As Marc now takes over more responsibilities, he is positive about his new challenge and it is his vision to insure the good relations with our customers while expanding the market presence of BeachTech.

## PistenBully official supplier for the Biathlon World Championships 2012 in Ruhpolding.

It is not just athletes from all over the world who are now preparing for the Biathlon World Championships. It is also all systems go on every other level.

When the best biathletes in the world come together from 29<sup>th</sup> February to 11<sup>th</sup> March 2012 to shoot and ski for medals in the Chiemgau Arena, it will be the fourth time that Ruhpolding has hosted the Biathlon World Championships, after 1979, 1985 and 1996.

The Chiemgau Arena is currently being thoroughly refurbished to meet the latest requirements of the IBU. The expenditure amounts to around 16 million euros. The athletes will then have the best possible conditions for the competitions in the Chiemgau Arena.

In addition to the PistenBully that were already in Ruhpolding, a PistenBully 100, a PistenBully 400 with winch and a PistenBully 400 Park are already working on the preparation and will of course continue to serve during the event. All PistenBully are equipped with X-track chains. A 4-way track-setter is also in use.



From left to right:  
Norbert Wagner – Director Gem. Ruhpolding,  
Wolfgang Lutz – Area Sales Manager PistenBully,  
Engelbert Schweiger – Chiemgau Arena Ruhpolding



### The history of the biathlon.

Sporting ambition was certainly not the main concern that drove the original Scandinavian inhabitants 5,000 years ago, as they strode through the deep snow in the Scandinavian forests with slats on their feet and a weapon in hand. Their motivation was solely to survive. In the Middle Ages there were "ski soldiers" who admittedly had a purely military role initially. This

winter biathlon on skis has been recognised as a sporting exercise since the early 19<sup>th</sup> century.

The Swedish General Sven Thofelt, Olympian of 1928 and President of the International Modern Pentathlon Union (UIPM), established a winter "duel" with cross-country skiing and shooting and called it "biathlon" from the Ancient Greek. The

"biathlon sport" was listed in the programme as a "military patrol event" at the 1924 Winter Olympics in Chamonix and at the following games in 1928 in St. Moritz and 1936 in Garmisch-Partenkirchen as a "demonstration competition". Official medals were first awarded at the 1960 Games in Squaw Valley.

### Special prizes:



Thomas Kollar, Slovakia  
Taken: Tatranska Lomnica, Slovakia



Igor and Egle Deola, Italy  
Taken: Gares die Canale d'Agordo, Italy



Marcel Müller, Austria

## Sustainability "made in Laupheim".

Kässbohrer is a pioneer when it comes to the development of environmentally-friendly snow groomers. PistenBully 600 *TwinPower* and PistenBully EQ.2 are two vehicles that represent the Laupheim company's exemplary commitment to sustainability.

### PistenBully 600 *TwinPower*.

The PistenBully 600 *TwinPower* is Kässbohrer's first series PistenBully with a diesel/gas hybrid drive: Up to 70 % of the diesel can be replaced using the gas mixture. If you use environmentally-friendly natural gas the pollutant emissions are reduced, particularly NOx and fine dust particles. Moreover, natural gas is cheaper than diesel and saves on operating costs. Striking: despite the mix of natural

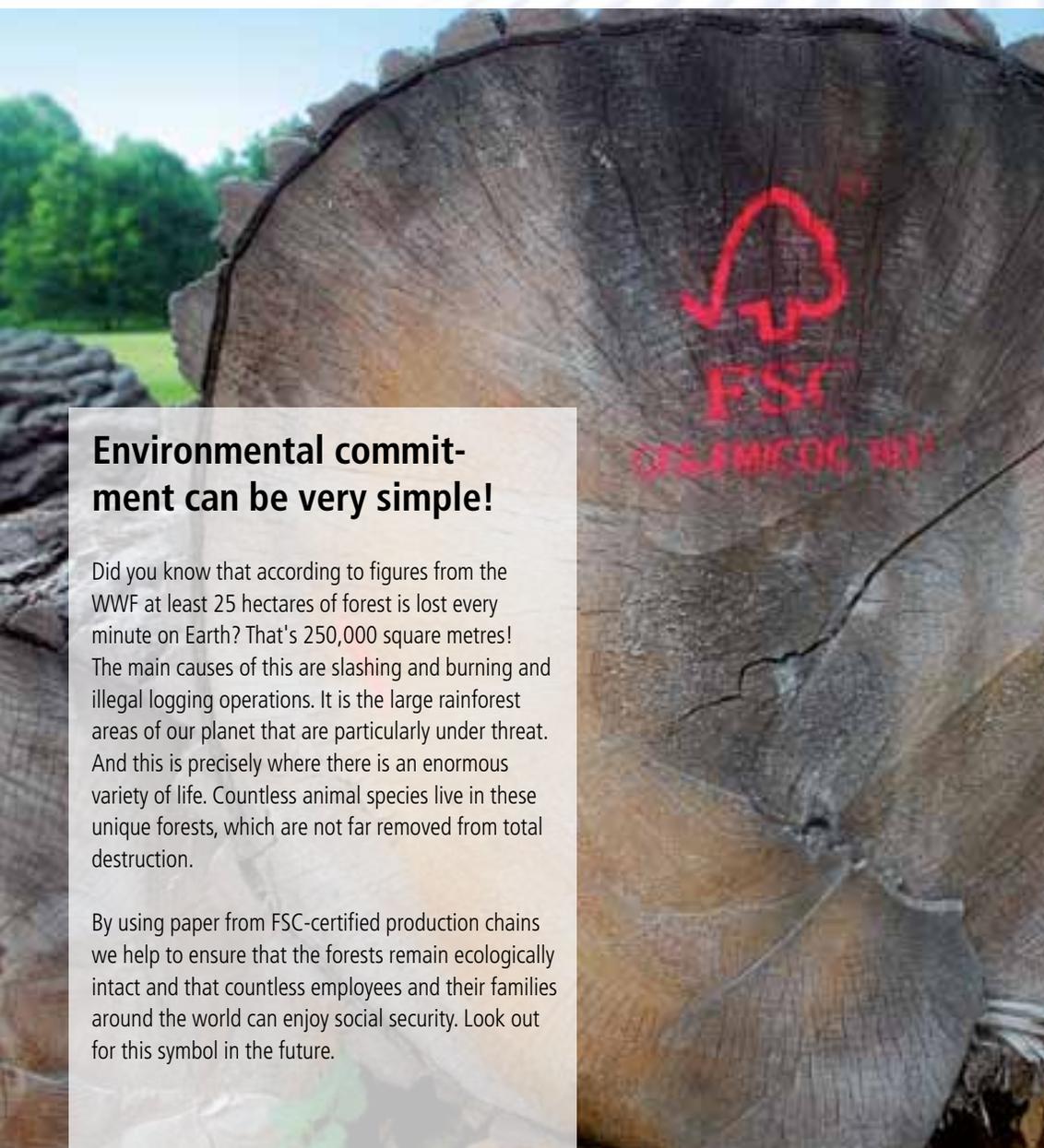
gas or biogas, there is no difference in the drive behaviour and performance of the PistenBully 600 *TwinPower* compared to the PistenBully 600 with conventional diesel drive.



PistenBully 600 *TwinPower* in use in Kitzbühel.

### PistenBully EQ.2.

The PistenBully EQ.2 with diesel-electric drive (hybrid drive) consumes up to 25 % less fuel and emits less CO<sub>2</sub>. In comparison to a hydrostatic drive, the same or even a higher level of efficiency is achieved with lower power using this type of drive. Additionally, on the EQ.2 the attachments that have previously been hydraulically powered can now be powered electrically. The concept of the hybrid enables us to turn the PistenBully into a kind of PowerStation in future: it provides enough power to operate external electric tools, e.g. for repair work.



### Environmental commitment can be very simple!

Did you know that according to figures from the WWF at least 25 hectares of forest is lost every minute on Earth? That's 250,000 square metres! The main causes of this are slashing and burning and illegal logging operations. It is the large rainforest areas of our planet that are particularly under threat. And this is precisely where there is an enormous variety of life. Countless animal species live in these unique forests, which are not far removed from total destruction.

By using paper from FSC-certified production chains we help to ensure that the forests remain ecologically intact and that countless employees and their families around the world can enjoy social security. Look out for this symbol in the future.

## Eco-SnowDrive

### Eco-snow training powered by PistenBully.

Driving a PistenBully ecologically pays off – it reduces costs, increases the quality and effectiveness of the snow grooming and is kind to the environment.

#### We will support you.

Eco-snow training with Christian Zimmermann. A professional with many years' experience of handling PistenBully. Find out all about it in the enclosed brochure.





Change in generation at the top of the Swiss branch.

## Peter Jenny passes the responsibility to Daniel Loosli.



Change in management at Kässbohrer Schweiz. Peter Jenny and his successor Daniel Loosli.

On 31<sup>st</sup> January 2012, Peter Jenny, who has been in charge of the Kässbohrer Swiss branch for many years, is finishing his work and taking a well-earned retirement. Not without preparing his successor Daniel Loosli, who took over as manager of the branch on 1<sup>st</sup> October 2011, for his new role. K-Info talked to them both.

**K-Info:** Mr Jenny, you began your career at Kässbohrer PistenBully at the firm MOTOFORCE AG in Kloten, the former general importer of SETRA coaches and PistenBully, as a salesman. After the reorganisation in 1995 you managed the Swiss branch of Kässbohrer Geländefahrzeug AG for a good 16 years. How has Kässbohrer/PistenBully changed in this time?

**Peter Jenny:** The first snow groomers of the PistenBully brand were sold in Switzerland for

the 1969/70 winter season. In the beginning, in addition to the agency of Reto Dosch in Chur – he was responsible for PistenBully for the whole of Graubünden – there was just one salesman at MOTOFORCE AG responsible for almost 2/3 of Switzerland. Within just 10 years PistenBully did so well that I was appointed in 1980 as the second salesman for east and central Switzerland and Ticino. PistenBully and, thus, my position in the company continued to develop extremely rapidly over the following years. By 1985 I was Sales Manager. With more responsibility and more influence to continue the expansion of PistenBully and the company Kässbohrer. The next career step came in 1994: With the spin-off I became Branch Manager. Today, my team of around 27 staff and I at three locations look after around 1,000 active PistenBully in Switzerland. We're very proud of that.

**K-Info:** What would you say have been the PistenBully milestones in Switzerland?

**Peter Jenny:** One of the outstanding highlights would be the big summer demonstration in 1985 in Saas-Fee. Over 2,000 guests from all over the world visited us then at the invitation of head office in Germany.

Another important milestone was the phase of the spin-off. It meant forming a completely new branch for PistenBully in Switzerland. Fortunately, all the technical staff became part of the independent Kässbohrer Geländefahrzeug GmbH, while new management staff had to be found. Another important step for Switzerland was that Graubünden reverted to the branch after many successful years from agency Ring-Garage in Chur and this meant that customers could also get support from Möriken at the rented workshop space in the Ring-Garage at Mercedes Benz in Chur.

**K-Info:** Tell us your most valuable experience with PistenBully?

**Peter Jenny:** The two most challenging tasks and, thus, the greatest experiences over all the years were the spin-off and the takeover of the agency of Reto Dosch.

**K-Info:** What are you particularly proud of?

**Peter Jenny:** We have had a high market share in Switzerland for many years. Customer loyalty is very high and intensive. These are both things that I have achieved with my team – who have always assisted me in every respect – and of which you could definitely be proud. There's also the fact that I can look back on almost 32 years of PistenBully, in which I have risen from salesman to Branch Manager. For all this I would like to thank my colleagues at the former MOTOFORCE firm and, after the spin-off, my loyal team at the branch.

**K-Info:** Can you imagine a life without PistenBully? Do you already have concrete plans?

**Peter Jenny:** I've been considering this question for some time. But to be perfectly honest I can't give an answer at the moment. To date my job has occupied me so fully that there has scarcely been time to contemplate and philosophise about the future. I'll just let myself be surprised by what retirement will bring. I'll definitely be able to devote more time to my private life, to my family, my wife and my friends.

**K-Info:** What will you particularly miss?

**Peter Jenny:** On the one hand the team at the branch, who have always supported me. On the other, the close cooperation with and contact with customers and of course the PistenBully feeling.

**K-Info:** Mr Loosli how did you come to decide to join Kässbohrer Geländefahrzeug AG?

**Daniel Loosli:** I've been familiar with the PistenBully brand since 1989 through my previous work. This is when I first came into contact with the company. So I have been able to follow the success of PistenBully over the decades. When the position of Branch Manager was advertised I didn't waste any time and applied. A unique opportunity for my professional future.

**K-Info:** Mr Jenny, why is Daniel Loosli the ideal successor from your perspective?

**Peter Jenny:** Mr Loosli already knows some of the customers from his time as a financing and leasing specialist. So he is not a total newcomer to the industry and will certainly learn the ropes of his new position very quickly.

**K-Info:** Mr Loosli, you're taking over management of the Kässbohrer Swiss branch. A big task?

**Daniel Loosli:** Well yes, I'm moving from a leasing company into the production industry. However, as I have industrial and management experience in my past I'm sure that I will handle the move well. Nevertheless: I am following in big footsteps and know it won't be easy, but that's what makes the new job so exciting. For me personally the appeal of my new role lies above all in the direct contact with customers that I'll have in future – from the mechanic to the driver to the director. And of course don't forget: the PistenBully product is more than appealing in itself.

**K-Info:** What next for the Kässbohrer Swiss branch?

**Daniel Loosli:** We need to maintain the high market share in Switzerland and stabilise sales at this level. I

would also like to continue the vision and spirit of PistenBully, as has been achieved over the last few years. I'm sure that my experience from previous jobs will be extremely useful. I'm looking forward to getting to know the customers, suppliers and business partners personally and hope that they will come to trust me as they have done Mr Jenny during his years here. The PistenBully team and I will do everything we can to ensure that we continue to meet expectations in the future.



#### Award-winning pictures from the 2010/2011 season photo competition:



**Marco Melotti, Italy**  
Taken: Alta Lessinia, Italy



**Luca Zardini Zesta, Italy**  
Taken: Cortina d'Ampezzo, Italy

The 47-year-old Daniel Loosli has extensive sales experience, an entrepreneurial approach and both technical and commercial qualifications. Born in 1964, the skilled vehicle body maker and graduate sales manager can already look back on an impressive professional career. Loosli moved into the leasing business as an industry outsider in 1989 and most recently has worked as a sales manager and member of the management board.



## Top performance away from the slopes: A PistenBully 300 *GreenTech* at Munich Airport.

**Do you want to meet the new PistenBully 300 *GreenTech*?**  
Visit us at the Agritechnica in Hanover in Hall 23, Stand B27! We'll be displaying a PistenBully 300 *GreenTech* there with mowing and mulching attachment from 13<sup>th</sup> – 19<sup>th</sup> November 2011 and will be happy to talk to you about the diverse usage possibilities of the PistenBully *GreenTech*.



**A PistenBully 300 *GreenTech* with mowing and mulching attachment, converted by mera Rabeler.**

The planned third runway is being constructed with a length of 4 kilometres and a width of 60 metres at a distance of 1,180 metres north-east of the existing runway system. This will expand the airport area by around 870 hectares (500 hectares of this are green spaces). Aspects of nature conservation have been incorporated into the airport planning from the start. For example, 60 percent of the airport site is planted. Moreover, there is a 230-hectare green belt, which is intended as a buffer area.

Franz Josef Strauß Airport has concluded a service contract with Wurzer Umweltdienst GmbH for the renaturation of the area. Wurzer Umweltdienst GmbH is a large service provider in the landscape and water-

way conservation sector. Its areas of activity include landscaping, wood management, and waterway and landscape conservation, forest clearance work, roadworks and road building, winter services, street cleaning, oil spill cleaning, oil and fire damage repair. Close to the large Munich Airport, the firm's site covers an area of 150,000 m<sup>2</sup>. Wurzer Umwelt currently employs around 150 staff. The fleet comprises more than 300 special vehicles, ranging from Unimog vehicles to special forestry and waterway conservation machinery to special sweeping machines, e.g. for oil spill cleaning in traffic areas.

Wurzer is using its newly acquired PistenBully 300 *GreenTech* as part of the airport expansion work to

maintain the marsh areas as a cultivated landscape. In one working pass the

PistenBully 300 *GreenTech* not only mulches, but also chaffs the mowed crop evenly, catches it in a container and transports it away. This is economy and ecology hand in hand. The concept of the PistenBully with flail mower and crop tipping container was developed in 2002 in cooperation with the Bezirksstelle für Naturschutz und Landschaftspflege Tübingen (agency for nature conservation and landscape management) by long-term Kässbohrer partner mera Rabeler. This concept has been working successfully since then in active biotope management – also in the rest of Europe.

The PistenBully 300 *GreenTech* for Wurzer Umweltdienst GmbH has a few special equipment features, such as air conditioning and reversing and container camera. The crop container holds up to 18 m<sup>3</sup> of material. It can be removed and swapped for the standard platform, so that other work can also be performed. The vehicle also has an additional toothed wheel pump for proportionally controlled pressure circulation, which is important for other attachments. The front and rear tractive units can be operated in parallel to one another, which means, for example, that you can drive a front mower and a round baler simultaneously.

The PistenBully 300 *GreenTech* is not the first PistenBully in the Wurzer fleet. A PistenBully 130 and a PistenBully 160 are already being used for landscape conservation without damaging the land.  
[www.mera-rabeler.de](http://www.mera-rabeler.de)



Christoph Schreiber, Switzerland  
Taken: Sedrun-Milez, Switzerland

Award-winning picture from the 2010/2011 photo competition

## PistenBully in secret mission. Customer conversion for thatch use.

Thatch is currently enjoying a renaissance in the construction industry. Its long life of more than 45 years and its desirable characteristics for near-natural construction mean it is in demand as a building material once again. Thatch is breathable and regulates moisture, warms in winter, cools in summer, insulates well against noise, is frost-resistant and free from chemicals. Because it grows in water it contains high levels of silicon, which gives it a good water-resistance and makes it hardly inflammable.

Despite modern technology, thatch harvesting and processing is still physically demanding work. The



Converted PistenBully in the reeds.

reed is cut just above the ground (the strongest point of the stalk) with a blade mower and then channelled along a conveyor, where it is pre-cleaned of leaves and other plant material by rotating brushes. At the end of the conveyor belt there is a mechanical binding device, which ties the reeds into bundles. A worker takes the prepared bundles and stacks them in the load area at the back of the vehicle. When the load area is full the bundles of reeds are tied into a large roll of 50 to 200 bundles so they can be loaded onto a transport vehicle.

Christoph Behrens has been using PistenBully for thatch harvesting since 1995. His PistenBully fleet comprises 2 PistenBully 170, a PistenBully 100 *Flexmobil*, a PistenBully 100, a PistenBully 240 and most recently a Formatic 350. They can work on very damp and wet ground thanks to their tracks and relatively low weight per square centimetre. Christoph Behrens bought the PistenBully 100 at the Used Vehicle Show in 2000 as a prototype and converted it for his own use. It now has an extra axle, a special subframe, additional control blocks and additional cooling for oil and water beneath the cabin.



Christoph Behrens amidst the reed seedlings.

The cabin has been raised and "slid" slightly to the side to achieve this, in order to make room for the cutting unit. This is operated with the tiller pumps and like the bodywork is made from aluminium due to its lowest possible weight. In addition, the PistenBully 100 has remote crane control so that it can also be operated from outside the cab.

Christoph Behrens not only works with thatch, but also harvests maize in damp areas. He also covers flat roofs with the harvested thatch. Find out more information at [www.reithdachdecker-behrens.de](http://www.reithdachdecker-behrens.de).

### Award-winning pictures from the 2010/2011 season photo competition.



Jens Weißbach, Germany  
Taken: Bad Schlema, Germany



Maximilian Deines, Germany  
Taken: Meßstetten, Germany



Kenji Hori, Japan  
Taken: Niseko Annupuri, Japan



Raphael Unterberger, Austria  
Taken: Kals am Großglockner, Austria



Joel und Kevin Wicki, Switzerland  
Taken: Sörenberg, Switzerland



Christian Daxenbichler, Austria  
Taken: Scheffau, Austria

## Sound technical documentation for more precise work.

Incomprehensibly formulated, poorly structured, wrongly translated. You often receive technical documentation that is confusing rather than informing you about the relevant product and how to use it. In the Technical Documentation department at Kässbohrer a team of six people create product documentation that illuminates every PistenBully down to the smallest detail. The team is also responsible for the spare part lists that are created individually for each vehicle and also form the basis for the up-to-date offers in the Spare Part web shop.

An extensive manual has to be created for each PistenBully, which gives the customer all the necessary information about their vehicle. This includes all details on the technology, engine and construction, as well as instructions for servicing, repair, fitting attachments and, of course, general operation of the PistenBully. "Obviously, it's very important to us to formulate technical documentation so it can be easily understood and so that our customers find it easy to work with and on the PistenBully", says Peter Görlich who is responsible for user manuals in the department for Technical Documentation.

But it is not just clear formulation, completeness and a clear structure for the copious quantities of information that represent a challenge for the staff. The number of different vehicles and the large range of accessories, product innovations and continual redevelopment of existing products all require a tireless commitment as well. "We aim to ensure that all documents are always completely up-to-date. Accordingly, they are continually revised", adds Manfred von Schmid, who is responsible for spare part documentation.

Once the German version of the documentation is complete, it's time for translation. Lots can go array here as well – as we've all often found in user manuals for cars, TVs etc. PistenBully is ambitious also here. Customers all over the world should receive perfectly prepared information. As a result, the manuals are sent to translation agencies. Many years of cooperation ensure that customers in Germany, France, the USA, Japan and all other countries where PistenBully are found, all get sound and comprehensible technical documentation.



From left to right: Peter Görlich, Robert Einsiedler, Manfred von Schmid, Maria Eggle, Martin Geier, Norbert Klingenberg

### Service numbers

#### Technical Service

Gerhard Strähle  
Tel.: +49 (0) 7392/900-103  
Fax: +49 (0) 7392/900-100

#### Spare Part Sales

Christof Heim  
Tel.: +49 (0) 7392/900-135  
Fax: +49 (0) 7392/900-130

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## News

### PistenBully Shop



**PistenBully Modell 600**  
Scale: 1:87

EUR 21.90 each



#### PistenBully Techno Stretch Fleece Jacket

Sporty men's Techno Stretch Fleece Jacket with contrasting flatlock seams.

Material: Functional fabric of 92 % PES and 8 % elastane  
Material properties: stretchy, good moisture absorption, quick drying, warming  
Brand: Schöffel  
Size: 46 – 56  
Colour: black with red flatlock seams

EUR 74.90 each

Prices incl. VAT, plus shipping. Minimum order: EUR 25.00.  
You can order these items from the PistenBully Shop at [www.pistenbully.com](http://www.pistenbully.com).

### Fax response: +49 (0) 7392/900-556

- My address has changed. Please send me the K-Info to the address below!  
 I no longer require the K-Info!

I am a  Plant Manager  Workshop Manager  Slope Manager  
 Driver  Fan

#### My new address is:

Surname  First name

Company

Street/ house number

Post code  City

Telephone  Fax

E-Mail

#### Queries/comments: