



## CONSTRUCTION CONFIDENCE DRIVES HYUNDAI SALES

**Sales of machines rise 20% as sector picks up**

Molson Group is celebrating a 20% increase in machine sales numbers on last year's figures. The company has reported a significant hike in the sale of machines in recent months, largely on the back of increased confidence in the housing market.

Molson looks set to sell 1,000 machines this year including 330 Hyundai's, at least 55 more than in 2012 thanks to an improved market for machines, particularly in the 6t, 8t and 14t ranges.

According to Molson Group's joint managing director Robin Powell, more contractors are looking at these machines as demand from house builders surges.

He said: "We have seen a huge amount of interest in 6t, 8t and 14t machines. With more and more house builders seeing an increase in workload we have reacted to a spike in interest in

those machines."

With Molson already the UK's biggest supplier of Hyundai machines and with sales of Hyundai 14t, 20t and 30t excavators outstripping the demand for competitor products, the Molson team is determined to bring that level of success through Hyundai's mid-range machines and ensure the manufacturer continues its inroads into that market.

Robin said: "We recognised at the beginning of the year that with the brighter economic outlook, changes in government policy and the rate of mortgage approvals increasing, that house builders were soon likely to be busier. To fit in with that new demand we altered the product lines we had with Hyundai. Fortunately our excellent relationship with Hyundai meant it could accommodate those changes and we have been able to move the new units on to customers quickly."

**December 2013**

## Inside

- ▶ News round-up Pages 2-3
- ▶ Plant Focus Page 4
- ▶ Views & News Page 6

## FARMERS HUNGRY FOR NEW KIT

Molson has teamed up with farming contractor SC Marsh in a bold move to help farmers keep their cattle fed throughout the winter months. We worked together to deliver the perfect machine for managing silage 'clamps' on farms. See page 4

## I-SPY HYUNDAI



Longstanding Molson client Lee Demolition is using a fleet of Hyundai machines, repainted in its orange branding, during the demolition of a building in Central London. The firm is working on the site outside trendy fashion label Burberry's head office and in full view of Thames House, home to the UK's spy service MI5.

## About us

Molson was founded by Jonathan Wilson and Robin Powell in 1996. Bob Barnett joined in 2005 as chairman of the group of companies.

Currently Molson stands as one of the largest suppliers of Korean and Japanese built excavators in Europe and continues to source a wide range of equipment including dump trucks, dozers, demolition rigs and wheeled loaders.

In 2010 Molson became Hyundai's biggest dealer in the whole of Europe.

We are ideally situated at the intersection of the M4 and M5. New and prospective customers are always welcome to visit us – we would love to show you around. Molson represent the following major international brands, all with a reputation for top-of-the-line quality:



Contact Molson Group:

TEL: +44 (0) 1179 82 01 23

FAX: +44 (0) 8450 17 95 16

[www.molsongroup.co.uk](http://www.molsongroup.co.uk)

[info@molsongroup.co.uk](mailto:info@molsongroup.co.uk)



## THE GRAND HYUNDAI TOUR

### Molson's customers and staff visit Korean giant's HQ

Some of Molson's longest standing customers were given the opportunity to see their Hyundai machines being made last month on a VIP trip to the manufacturing giant's South Korean headquarters.

Molson area sales managers Luke Mercer and Thomas Wilson accompanied clients Iain Hedges and Eoin Commene of McGeoghan Plant Hire, Robert Moody of Jack Moody Ltd and Paul Smith of Smiths Gloucester, on the visit to Hyundai Heavy Industries' headquarters in Ulsan.

They joined more than 100 dealers and customers from across Europe on the annual VIP Tour, an event that offers networking opportunities as well as the chance to witness first-hand the company's production facilities and

main business centre.

On arrival at the Hyundai base the group was treated to a welcome party at the hotel and given time to rest before the official factory tour and visit to the company's museum underlying its 41 year history and development from shipbuilding through to the strength of its allied divisions including construction equipment and industrial plant & engineering.

There were opportunities to see the performance of Hyundai's plant and equipment range during a demonstration show which also included an introduction into Korean culture.

Luke said: "We found it incredibly useful from a dealer point of view but our clients also found it useful too."

## HYUNDAI BOOSTS FGS PLANT'S FLEET

First time Molson client FGS Plant has taken a raft of Hyundai 8 tonne machines in a deal that will boost its hire fleet.

The hirer has taken 10 brand new Hyundai R80CR-9 machines as demand for midi-excavators soars and they are already being put to use on

construction sites around its base in Aylesford, Kent.

The Hyundai R80CR-9 excavator is powered by a 4TNV98 Yanmar engine and boasts a digging depth of over 4m and a tail swing of just 1.2m making it the perfect machine for use on compact projects where space is limited.



# CHURNGOLD DIGS DEEP TO CLEAN UP SOUTH WALES SITE

## Remediation specialist to process 100,000t of earth

Bristol-based construction and remediation giant Churngold has splashed out on a 52t excavator supplied by Molson Group as part of a move to expand its fleet.

The deal sees the firm take the R520LC-9A excavator from Hyundai Heavy Industries as part of a five machine package that includes two R145CR-9 excavators, an R210LC-9 and an R380LC-9 machine.

Martyn Tucker, director at Molson's service arm Hydra-Tech, brokered the deal with Churngold, which is one of Molson's longest standing clients.

It is the first of the Hyundai 52t machines to be sold this year and Churngold specifically asked for the R520LC-9A ME version.

This 'Mass Excavation' model features a short boom and dipper arm assembly and will be used by the company on its raft of construction and remediation projects. It is currently working alongside the other new additions to its Hyundai machine fleet

during the earthworks and remediation of land at the former Cyfartha Iron Works near Merthyr Tydfil in south Wales.

The Churngold site team is using the Molson supplied machines to process 100,000t of earth during the 12-month contract. It will separate out topsoil and use site won material to produce 6F2 fill.

The site will eventually house a warehouse for DIY giant B&Q. It is set to become one of the most environmentally friendly units in the country featuring a rainwater attenuation tank and enough photovoltaic panels to supply it with electricity throughout the year.

Martyn said: "We have been dealing with Churngold for many years and they remain one of our most valued customers. This is the first of the Hyundai R520LC-9A's to be sold and we are happy that it has gone to such an important client and is being used on such a landmark project."



## MAR CITY TAKES ON BESPOKE PACKAGE OF 26 EXCAVATORS

Urban regeneration and sustainable housing specialist Mar City Developments has a sparkling new fleet of Hyundai Heavy Industries excavators thanks to Molson's experience and expertise.

It has splashed out on 26 Hyundai machines to help it deliver in the booming house building and regeneration sector.

It is the first time Mar City has worked with Molson Group and Midlands area sales manager Stuart Butler devised an arrangement that perfectly suited the client.

Mar City has relied on hiring plant in the past but the need for a newer, larger fleet caused a rethink.

Stuart said: "Thanks to the amount of experience Molson has we were able to put together a package that was perfect for both Mar City and us."

Mar City will take 26 Hyundai excavators from across the 6t to 30t range including R60CR-9A, R145CR-9A and R260LC-9A machines.

Group joint managing director Jonathan Wilson said: "By using our experience to really understand what the customer required. We have been able to deliver a bespoke package which fits well with everyone."



# FARMERS JOIN THE HYUNDAI FOLD

Wheeled loader put to work by farming contractor to help produce 50,000t of silage

Farming contractor SC Marsh has worked alongside experts at Molson Group to develop the perfect machine for managing cattle feed on farms. The Dorset-based specialist teamed up with Molson Group when it bought a Hyundai HL740-9 wheeled loader to help manage the production of 50,000t of silage on farms in the county. The move away from the traditional construction market for Molson shows the flexibility and quality of the Hyundai machines and the confidence the team has in their ability to deliver in a range of environments. SC Marsh estimates its machines need to work 1,000 hours during the silage production season, which lasts between April and December each year. They will be used to produce piles of silage or 'clamps' with which farmers feed their cattle during the winter months. It is a challenging workload but one SC Marsh is convinced the Hyundai machines can handle. The contractor, which is celebrating its 50th year in business, has equipped the Hyundai HL740-9 with an Albutt 3m heavy duty buckrake with quick hitch



mounting and hydraulic push off. This replaces the 2.3m<sup>3</sup> bucket that is fitted as standard but the boom cylinders with absorbing accumulator cushions also as standard remain, providing high levels of operator comfort. It is this combination of Hyundai technology and hydraulic efficiency as well as the driver-focused cabin that has resulted in the ideal silage machine, perfect for working long, hard days during the silaging period. Operator comfort ensures better and longer periods of concentration and, therefore, a rise in productivity. The HL740-9 cab now features a fully automatic climate control system with 11 air vents which help maintain ideal temperatures within, while integrating a colour rear view camera has helped boost the machine's versatility. The ergonomics of the HL740-9's cab include great sound insulation, adjustable steering column, and a roller style sun screen, which helps reduce glare and increase visibility for machine operators. MP3 and USB input are also available as standard and help make the HL740-9 a pleasurable and efficient machine to

drive and work.

The loader has also been custom-fitted with Michelin aspect tyres to an agricultural spec. Thanks to their design the robust XM27 tyres provide superb traction, perfect for climbing mounting silage clamps.

The tyres are also resistant to shock and impact – ideal for any farm yard environment – and boast flexible casing construction and a tread design that offers excellent self-cleaning. When tracking over the silage the machine's 12t weight helps compact the material, providing a better quality animal feed. The HL740-9 is powered by the fuel efficient, low noise Cummins Tier III QSB6.7 engine providing the machine with more than enough horsepower and a good torque curve. With the cost of fuel ever on the rise fuel efficiency is an increasingly important factor for contractors.

With SC Marsh expecting the machines to be working for up to 18 hours a day and 1,000 hours this year alone the improved efficiency and increased fuel to air ratio should help save cash and reduce impact on the environment. The low noise engine also makes this





machine ideal when working around animals, particularly those that scare easily.

Thanks to the combined knowledge of the SC Marsh and Molson teams the bespoke modifications on the Hyundai HL740-9 have opened a new market to the manufacturer and proved it can challenge other products in the sector.

“Buckraking is the most important

element of the whole silage production

process. If this is not correct, the silage will spoil and so this machine is vital,” says Matt Stantiford of SC Marsh, adding: “Our experience with Molson has been very good considering that this machine has needed some modifications. With some more minor adjustments I see no reason why the HL740-9 cannot become a more familiar sight on silage clamps and other agricultural applications throughout the country.”

Molson’s joint managing director Robin Powell agrees that although the standard HL740-9 wheeled loader is ideal for use in the agricultural machinery sector, the modifications have helped prove its versatility, competence, reliability and above all cost effectiveness.

“SC Marsh has not just invested in the Hyundai brand but also in the service and support Molson provides. Working together we have been able to modify a readily available machine but by stepping forward in terms of innovative machinery uses we hope we will have intrigued and inspired others to follow suit,” he says.



## Call the experts

Head Office

+44 (0) 1179 82 01 23

Rick Grove – Bristol

+44 (0) 7887 88 00 55

Stuart Butler – London

+44 (0) 7899 66 45 35

Luke Mercer – South Wales

+44 (0) 7786 33 00 22

Dan Guibarra – South Coast

+44 (0) 7796 77 33 55

Tom Wilson – South West

+44 (0) 7789 93 77 93

Davey Robb – Crushing & Screening

+44 (0) 7887 99 77 11

James Dodkins – National Accounts & Midlands

+44 (0) 7921 14 93 98



# Opinion

Once again Molson has faced down market conditions and posted another outstanding year in terms of selling new kit. Much of this has been at the heavy end where we have witnessed more volume than in previous years.

We don't work these machines. We are here to serve you, our customers. Any increase in our numbers equates to increased workload for our clients. Feedback from the market suggests that this positive trend is set to continue into next year. We have seen a clear reduction in recent months in trade-ins, which points toward sector growth. Clearly, many are holding on to good used kit and growing their fleet sizes in anticipation of continued growth and confidence, particularly in the housing sector.

But as we look forward into the new year we all need to consider the impact of the new engine regulations due to EU demands for 'cleaner and quieter' machines.

The unavoidable consequence of these regulations will not just be higher prices but also the need for greater attention to operations; handling fuel additives and keeping records of extra service work, coming to terms with exhaust treatment regeneration systems.

Our friends at our specialist parts and service arm Hydra-Tech, stand ready to help you as you face these issues. And finally, the very best wishes to all our friends for the upcoming holiday season and on into the New Year from all at Molson Group.



## ANOTHER PAIR OF CRUSHERS GET STUCK IN



Surging demand for aggregates has seen two of our customers splash out on new crushers.

Molson's crushing and screen sales manager Davey Robb helped install the only Keestrack Giove in the UK at Smiths recycled aggregate plant near Gloucester. Davey spent time with the Smiths' team setting the machine

up and making sure it was working correctly and efficiently.

And another of Molson's key customers, Kent-based aggregate producer Ovenden, has taken a Keestrack Destroyer, which is working in a quarry near Newcastle-upon-Tyne and is perfect for producing virgin aggregate.

## SAHARAN CHARITY CHALLENGE

Moroccan sand dunes and barren desert held no fear for Molson joint managing director Robin Powell in his bid to complete a gruelling motorcycle marathon.

He competed in this year's Merzouga Rally alongside Richard Dors, managing director of Molson client Dancourt Group, and raised £1,812.50 for *Hire a Hero* and £2,945 for *Wallace and Gromit's Grand Appeal*.

The duo took on the 1,300km, five-day event which saw competitors race from Marrakesh to the oasis town of Arfoud. Robin said: "It was a fantastic but incredibly tough adventure. What better way to enjoy it than to raise money for two such good causes."

*Hire a Hero* is a charity dedicated to helping ex-servicemen and women make the difficult transformation from



service career to Civvy Street by offering support, training and by raising awareness of their transferable skills.

*Wallace and Gromit's Grand Appeal* fund raises exclusively for Bristol Royal Hospital for Children and St Michael's Neonatal Intensive Care Unit, helping thousands of seriously ill children each year. To donate visit [www.justgiving.com/molson-group](http://www.justgiving.com/molson-group) or see our blog at [www.innovationinexcavation.blogspot.co.uk/](http://www.innovationinexcavation.blogspot.co.uk/)



## Used machines



2010 Hyundai R480LC-9



2011 Hyundai R290LC-9



2012 Hyundai R250LC-9



2010 Hyundai R250LC-7a



2012 Hyundai R210LC-9



2013 Hyundai R145LCR-9  
with Blade



2011 Hyundai R145LCR-9



2011 Hyundai R145LCR-9



2013 Hyundai R140LC-9



2012 Hyundai R80CR-9



2009 Hyundai R55-7a



2012 Hyundai HL760-9



2010 Hyundai HL760-7a



2005 New Holland E485LC



2007 Volvo EC460BLC



2007 New Holland E385LC  
Demo Spec



2006 Kobelco SK210LC-6



2004 Fiat Kobelco E200SR  
with Blade



2005 New Holland Kobelco  
E135SRLC with Blade



2003 Komatsu PC128US-2



## Used machines



2006 New Holland Kobelco E80MSR



2008 New Holland Kobelco E70BSR Parallel Offset



2008 Yanmar VIO30



2013 Kubota K008 (Unused)



2007 OM Marte, Impact Crusher



OM Argo, Jaw Crusher



Rubblemaster RM100 with OS100 Screen



2006 Hammel VB750D Shredder



2005 Daewoo Mega 400



2012 Doosan DL160, only 575 hrs



2007 Cat D6N LGP



2008 New Holland D150B



2004 Komatsu D31PX-21



1999 Cat 963B



2011 Ammann AV33



2000 Benford PT6000



2005 Benford PS3000, swivel skip



2004 Benford TV800



2007 JCB 533-105



Unused Hyundai DHY18KSEM 18 kva generator.

Head Office  
Rick Grove – Bristol Office  
Stuart Butler – London  
Luke Mercer – South Wales

+44 (0) 1179 82 01 23  
+44 (0) 7887 88 00 55  
+44 (0) 7899 66 45 35  
+44 (0) 7786 33 00 22

Dan Guibarra – South Coast  
Tom Wilson – South West  
Davey Robb – Crushing & Screening  
James Dodkins – National Accounts & Midlands

+44 (0) 7796 77 33 55  
+44 (0) 7789 93 77 93  
+44 (0) 7887 99 77 11  
+44 (0) 7921 14 93 98

[www.molsongroup.co.uk](http://www.molsongroup.co.uk)

[info@molsongroup.co.uk](mailto:info@molsongroup.co.uk)

Find us on social networks:

 Facebook  Twitter

