

With World of Concrete, AUSA returns to a major trade fair for the first time since the pandemic began

- This trade fair, which was held from 8 to 10 June, was the first major event since the start of the pandemic.
- The brand exhibited some of its most popular models in Las Vegas.

15 June 2021. – Over a year after the start of the global pandemic, thanks to the positive progress made in some regions, the first large-scale events are starting to be held. One of the first construction industry events to be held was World of Concrete, which took place from 8 to 10 June in Las Vegas, and AUSA was there with its range of compact dumpers and all-terrain forklifts.

“We were really excited to be back at a big event like World of Concrete. After an extremely tough year for everyone, being able to return to Las Vegas with our machines and come face to face with our customers and everyone present was exciting. You can tell how eager everyone is to get back to normality and finally put this pandemic behind us,” remarked Ignasi Moner, CEO of AUSA US Corp. “We are noticing a huge demand for our dumpers, a product that is not widely used in the construction industry in the United States, but at AUSA we have been backing them, explaining all of the merits of these machines to potential customers. These efforts are reaping rewards and we are delighted to see how our products provide customers with the best solutions for their daily operations. We have also managed to establish a strong network of dealers throughout the country, who provide great commercial support and after-sales services”.

During the trade fair, AUSA exhibited some of its most popular models and they are perfect for the concrete industry:

From our most compact range of dumpers, we chose the D150AHA and D150AHG models. They each have a 1,500 kg payload and comfortable hydrostatic transmission. Suitable for minor construction work and work in difficult-to-reach areas. In the mid-range, the D350AHG has a great payload-to-power ratio: 3,500 kg payload and a 32.8 kW engine.

Finally, the D1000APG dumper with an enclosed cab and a 10,000 kg payload. One of the brand's highest payload models and suitable for major construction work.

As for our range of all-terrain forklifts, AUSA exhibited the C251H model with a 2,500 kg payload. A technologically advanced machine with a digital screen displaying all of the real-time information and safety warnings. Suitable for enclosed spaces thanks to its manoeuvrability and with excellent all-terrain capability.

About AUSA (www.ausa.com)

Established in 1956, AUSA is a company that specialises in the design, manufacture and sale of compact all-terrain industrial vehicles (dumpers, forklifts and telescopic handlers) designed for the residential and civil construction industry and for the transportation and handling of industrial and agricultural materials. With its headquarters in Manresa (Barcelona), AUSA operates in 90 countries and has subsidiaries in Madrid, France, the United Kingdom, Germany, the US and China. Its firm commitment to innovation, providing more efficient and safer technological solutions for its customers and its commitment to people, talent and sustainability have made AUSA a leading company in its sector.