

A HITACHI CONSTRUCTION & MINING PRODUCTS PUBLICATION

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BREAKOUT

WINTER 2020



WHEN DIRT'S IN THE
DNA

page 4

on the inside

For many of our construction customers, it seems like dirt runs through their blood. And we're honored that Hitachi equipment is part of their daily dirt-digging operations.

In this issue of *BREAKOUT*, you'll read about Dwire Earthmoving, a company headquartered in Colorado Springs, Colorado, that moves up to 13 million cubic yards of dirt every year. Dirt is also a way of life for Rogers Construction Co., a family business that is continuing its legacy in southern Utah.

Congratulations to BTH Construction, LLC, an excavation and consulting company specializing in residential and small commercial site work in Anchorage, Alaska, on delivery of a ZX160LC-6. Find out more on page 8.

When it comes to productivity, the ZX470LC-6 won't disappoint. Additionally, this excavator will soon be available with Hitachi Solution Linkage Integrated Grade Control with Topcon. Learn more about the machine features and benefits on page 14.

Thank you for continuing to choose Hitachi equipment and we look forward to hearing from you.

Dan Fitzpatrick

Dan Fitzpatrick
Director, Sales, Hitachi Division



Have an article idea or address change for *BREAKOUT*?
Contact Kristin Stires at kstires@mindfirecomm.com or
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from the cab

“Hitachis are smooth, fast and have plenty of power.”

EDDIE COTTA

Operator, Mozingo Construction
Served by Papé Machinery Construction & Forestry

message from japan

“All around us, countless people are using construction machinery to create the buildings and infrastructure essential to our daily existence. That is why the impact we have on society is so large.”



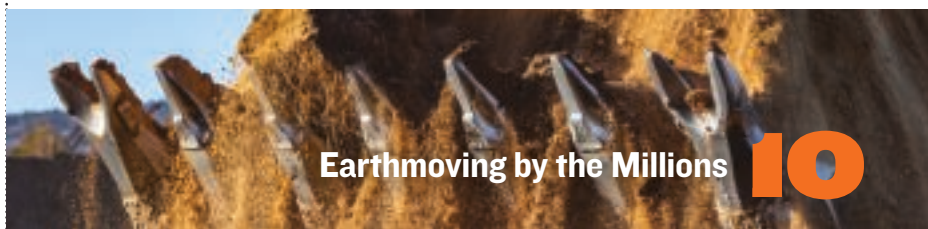
Kotaro Hirano
President, Chief Executive
Officer and Director
Hitachi Construction
Machinery Group (HCM)

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WHEN DIRT'S IN THE DNA

They say dirt runs through their blood at Rogers Construction Co.,
a family business continuing its legacy in southern Utah.



Three generations of Rogers: from left: founder Richard Rogers, Curtis Rogers and Landon Rogers

Through the desert air and rolling rocky terrain lies the town of St. George, Utah. The area, nicknamed Utah's Dixie, offers a stunning view of Zion National Park and the Pine Valley Mountains in the distance.

Located between Las Vegas and Salt Lake City, locals joke that St. George is a few hours from everything. But for the Rogers family, owners of Rogers Construction Inc., St. George is the center of their family and business.

Operating a construction and excavating business and working the land in a place like St. George is certainly a challenge.

"In southern Utah, we have a whole variety of different kinds of rock," said Landon Rogers, Rogers Construction supervisor and third-generation family member. "We have basalt or lava rocks, sandstone and mudstone that are almost hard as steel. We need durability in our machines to handle it."

They call it "digging," but when you see the machines tear into the red Utah rock, you'll see it's actually more of a "carving" process. For much of their work, they use ripper attachments to assist in breaking through the tough ground.

"In the sandstone areas, we've found that a 30-ton class Hitachi can routinely rip and tear at the sandstone and develop a fillable material out of it," Landon said. "That's huge for us. Hitachi really holds up in the solid rock that we work in."

The machines have held up so much so, that Rogers' entire fleet of excavators is exclusively Hitachi orange. Curtis Rogers, Rogers Construction president and second-generation owner, noted that Hitachi has always been their choice. The firm has been growing its fleet since it began in 1965.

"Hitachi had stuck out to us from the beginning," Curtis said. "The control and the feel that you have in the machine doesn't compare to the competition. My operators always enjoy running the Hitachi equipment. When you find something good, you stick with it."

And stuck with it they have. Their Hitachi loyalty is especially noticeable when they describe their lineup.

"Oh gosh, we've got a lot of Hitachis. We've still got 'Old Bertha,' a big EX400 with 15,000 hours on it. Then we've got minis all the way up to our new 350. So, it's pretty exciting when a new machine joins our fleet because we know it's going to be around for a long time. If Hitachi made pickup trucks, we'd have to buy those, too," Landon smiled.

TOTAL OWNERSHIP

Not only has the Rogers family grown their fleet over the years, but they've also grown their footprint. While the company works on many construction projects in the area, they're also known for purchasing and developing large plots of land themselves.

Recently, the Rogers family sold land they purchased decades ago to build a housing development as well as a new medical facility.

"The way we buy and develop our own land is a bit unique," Landon said. "It's definitely a long-term investment. My family bought some of the land we're developing today over 30 years ago. You have to have the patience for it to pay off."

"If Hitachi made pickup trucks, we'd have to buy those, too."



Landon Rogers, Rogers Construction

A lot of the land they purchased years ago was on the outskirts of town. Now, as St. George grows, their land's value does, too. The subdivision they're currently developing will feature some of the most high-end realty in the area.

"We're developing 52 lots in the red sandstone cliffs. With the rocky terrain, we're essentially carving out spots for these houses," Landon said. "With the topography and materials, each lot is its own unique challenge. But at the end, these houses will be worth roughly three to five million dollars."

Developing the tough land day in and day out requires durability from their excavators.

"We've found that the Hitachis can dig through about any rock here that we have," Landon said. "And that's saying something. Overall, we've found that as far as pins, bushings and boom structures go, Hitachi just holds up over the long run digging in this tough material."

GAME CHANGING EFFICIENCY

When it comes to increasing efficiency, every little bit makes a difference for the bottom-line. Landon thinks fuel consumption is a large part of what makes Hitachi stand out.

"Our fuel consumption savings with Hitachi is huge," Landon said. "I feel like I get so much more work done with Hitachi and the Isuzu engine than other competitive machines. That's another huge factor for us as owners and operators."

A large part of staying up to date with their machinery is the support they receive from their dealer, Honnen Equipment.

"Our dealer has been excellent in finding us the right Hitachi equipment," Landon said. "We have a really strong business relationship, and I feel like they're always watching out for us."

Honnen's support and parts availability has been a large part of increasing Rogers' uptime.

"The biggest thing they do is truly care, and always touch base and get us what we need," Landon said. "If we need a filter, or anything, they're there. That saves us time and money, which we really appreciate."

The one caveat about working with the Rogers family from the dealership side is that they're pretty stubborn about what they test drive.

"Yeah, we don't even really consider machines that aren't Hitachi," Landon smiled. "Every time that I get into another competitor's machine, I always want to get right back into my Hitachi."

DIRT RUNS IN THEIR VEINS

On site at any Rogers Construction job, one thing is clear: family is important. As a family-owned company, they've created a culture where even the employees that aren't family are treated like they are.

"Dirt runs through our blood," Landon said. "My grandpa got involved in the construction industry and started the business, and he's worked to grow it ever since with my dad."



Landon's grandpa and Curtis' dad, Richard Rogers, is a somewhat gregarious and strong-willed man and is known by everyone in town as "Rocket."

"My dad used to drive freight for a company that was called Ringsby Rocket," Curtis said. "Some people don't even know his real name."

Landon being able to see his dad and grandfather work together for all these years is something he cherishes.

"I have had so much pride working with them," Landon said. "But I think overall, working with my dad has created a stronger father-son relationship."

Landon's dad, Curtis, echoed how important family is to him.

"Family is everything to me," Curtis said. "It means more than all of this machinery, or all of the money in the world."

Curtis hopes Landon's three-year-old son, Lincoln, will be the next generation of the company.

"I'd love to see the company go on for another 50 years. Landon's got a son and he loves tractors, so I'm hoping there'd be a time he'd be in the business," Curtis said. "We'll keep on digging dirt for a lifetime."

Rogers Construction Inc. is serviced by Honnen Equipment. ■



Check out the video at HitachiConstruction.com/rogers



MAKING THE GRADE EVERY TIME:

The difference of GPS grade guidance

The Rogers family has found success by being open to and embracing machine technology. One of the latest features they've seen have a positive impact on their bottom line? Grade guidance.

"The technology of GPS grade guidance that Hitachi offers makes my good operators even better," Curtis said. "It makes them move material once instead of twice, and all efficiency is money. The technology and ability to see what they need to do is very crucial in this business. I'm a firm believer that you need to keep up with technology."

Find out more about Hitachi grade guidance at hitachiconstruction.com/service-support/grade-guidance/.



PRODUCT:
ZX160LC-6

CUSTOMER:
BTH CONSTRUCTION, LLC

DEALER:
CONSTRUCTION MACHINERY INDUSTRIAL, LLC

New ZX160LC-6 begins work in Anchorage, Alaska

A new ZX160LC-6 has made its way to Anchorage, Alaska, joining the fleet at BTH Construction, LLC, an excavation and consulting company specializing in residential and small commercial site work.

"My father's first hydraulic excavator was a UH045 back in the mid-80s," said Brian Harten, BTH Construction owner and operator. "My first hydraulic excavator was a 1999 Hitachi EX160. It felt right to carry on the Hitachi tradition, since both of those previous machines helped build successful businesses and moved a lot of dirt."

Harten's new Hitachi workhorse, along with its two buckets – a 42" digging bucket and a 66" clean-up bucket – is busy working on a large custom home site, overlooking the Anchorage Coastal Trail and Cook Inlet.

"The performance of the ZX160 allows me to do work that many brands would need to provide in their 200-210 size excavators," Harten said. "The size and weight of the 160 allows me to transport it more easily and fit it onto smaller jobsites where the larger excavators wouldn't be able to."

Not only is the size of the ZX160LC-6 right for Harten's jobs, but the hydraulics and power is, too.

"The hydraulics are exact, helping me do my precision grading for foundation pads and driveways," Harten said. "The motor and hydraulic system is powerful, allowing us to efficiently move large amounts of material quickly when clearing and grubbing a lot, stockpiling material or loading trucks."






"I've always said, if you were going to have only one excavator, it better be a Hitachi."

Brian Harten
BTH Construction

Harten, who has previously owned two other Hitachi excavators – the EX160 and a ZX200 – expects to add more in the next year or two. For now, the ZX160LC-6 is getting the job done just as he'd hoped.

"In my mind, Hitachi has always been the best excavator out there," he said. "I've always said, if you were going to have only one excavator, it better be a Hitachi."

BTH Construction, LLC is serviced by Construction Machinery Industrial, LLC, Anchorage, Alaska. ■

	<h2>FRED FAIR</h2>		
<p>EST. 2010</p>	<p>Owner, Amazing Excavating</p> <p>Headquartered in Peterborough, Ontario Served by Wajax</p>		

Fred Fair is a proud Hitachi owner. His company, Amazing Excavating, handles residential construction and we caught up with him to hear more about why he chooses Hitachi.

Tell us about your company.

"We do anything that has to do with dirt. That includes basements, septic, roads and armour stone. We do a lot of subdivision work. We do everything from basements to the backfill to top soil and then landscaping."

What Hitachi machines do you run?

"We currently have a ZX17, ZX130, ZX135 and a ZX245. They're phenomenal on fuel and you can do a lot more with a Hitachi. I love that you can swing and scoop while you're traveling, and they don't stall out like other machines would."



How do your Hitachi machines help you on the job?

"They're great from the little to the big. I can do pretty much anything with a Hitachi. The compacts allow me to get in anywhere while the big machines handle our heavy digging such as our work for condos. The wide variety really helps."

How long have you been a Hitachi fan?

"I've been a fan since about 1980 when my uncle bought his first Hitachi. Then, my other uncle bought an EX150 in about '82. My dad also started his own company, and he got the EX200, which he had for six years. When I went out on my own, I bought the EX160."

Why do you keep buying Hitachi machines?

"They're just an overall good machine. We haven't had an issue with any of our machines. We usually keep them three to four years and then trade them in. Four years is the longest, and we had zero problems. All you have to do is put fuel in them and run them. It's that simple."



We put a Rototilt on the I35 and it handles that really well. It just shows how you can do more functions with the Hitachi. On other machines, they stall out. I can do everything, and it doesn't bug the Hitachi.

Plus, I love orange. It stands out. I'm the only one around that has Hitachi. When they see an orange machine, they know it's me." ■

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EARTHMOVING

BY THE


MILL





IONS

In recent years, Colorado has become home to many “transplants” – that is, people who are not native to the state moving there and establishing roots. While it’s one thing to move your life, it’s another to move an entire business. With some determination and hard work, that’s exactly what Jeff Dwire did with his company **Dwire Earthmoving, LLC**.



Dwire Earthmoving, LLC, a third-generation family company, began in Minnesota and is now one of the largest earthmoving companies in Colorado Springs, Colorado.

"My grandpa started the business with a single tractor in southern Minnesota in 1939," Dwire said. "In the '70s, my dad took over the company completely. I ended up moving to Colorado with my brothers and did my first contract here in 1989."

Dwire was eager to move, though the challenge of starting with nothing in a new state was daunting.

"I came here not knowing anybody," Dwire said. "My dad had retired and completely sold out, so when I moved to Colorado Springs, I remember one contractor telling me, 'I don't know who you think you are, but this is my town.' And I said to myself, 'I don't think so, buddy. This is going to be my town.'"

Today, it really is Dwire's town as many large infrastructure projects for the city start with his dirt moving. The company has 100 employees and moves 12- to 13-million cubic yards of dirt every year. Dwire attributes the growth to determination and strategy.

"I've learned a lot growing this business," Dwire said. "You figure out how to treat clients, how to treat employees and the right machines to buy."

And when it comes to excavators, he relies on Hitachi.

"I love the Hitachi brand, and I've tried every excavator there is," Dwire said. "For real production loading work, I like the Hitachis. They're super efficient, good on fuel and just remarkably reliable. I've owned probably 20 of them throughout my lifetime."

ENTREPRENEUR WITH BIG EXPECTATIONS

Every excavator in Dwire's fleet is bound to put in hard hours. With such a large-scale earthmoving company, the crew's excavators are at the center of any given operation. And production is king.

"Our guys need to be swinging every 15 seconds and throwing dirt," Dwire said. "Production is what it's all about. I cannot have my machines break down."

Dwire, an experienced operator himself, now focuses on optimizing efficiency and tackling some of the largest projects in Colorado Springs. Recently, the company worked on the I-25 interchange project, moving more than 2 million cubic yards of material to prep the area for a multi-cloverleaf highway interchange.

Dwire's crew routinely gives every machine in their fleet a workout, including their latest additions, a new ZX130-6 and a ZX870LC-6.

"Right now, we have four Hitachi excavators," Dwire said. "From the really small mini excavators, all the way up to the ZX870LC-6."

The machine range within their fleet helps the company accomplish smaller jobs like digging residential trenches to large-scale jobs where the ZX870LC-6 is a production workhorse, outfitted with a 9-cubic-yard bucket.

No matter the work or size of the job, Dwire noted that reliability and support from his dealer, 4Rivers Equipment, are key to maximized uptime.

"We need machines that are going to produce day in and day out," Dwire said.

"Reliability is everything in this business, along with dealer support. I've known 4Rivers Equipment for 25 years, and the machine with their dealer support really go hand-in-hand in making it a great experience."

Dwire has hopes that he will continue to grow his fleet and utilize the reliability that Hitachi delivers.

"I always say if all I had to do was run Hitachi equipment, that's what I would do," Dwire smiled.

FINETUNING PRODUCTION

As Dwire looks out onto a jobsite, you can see his wheels turning. He's spotting any inefficiencies and making sure trucks are constantly being loaded.

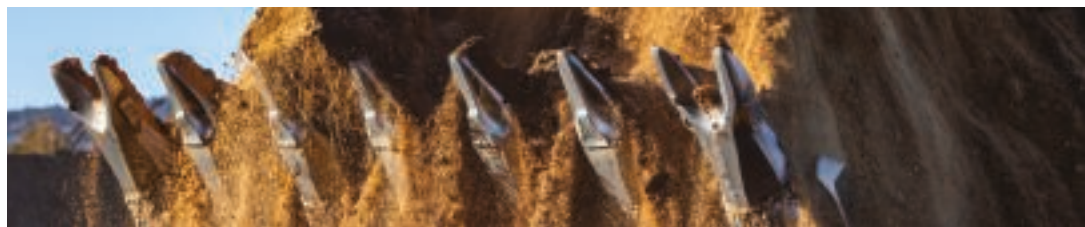
"It's pretty simple – if we're moving, we're making money," Dwire said. "Here in Colorado, it's two to three dollars a cubic yard; it takes a lot of dirt to turn some dollars."

With productivity being measured down to the minute, or even second, uptime is paramount.

"We get a lot of uptime out of our Hitachis," Dwire said. "They are just so reliable and unlike any other machines I've run. That combined with dealer support is why we stick with it."

Dwire has also noticed that cab comfort makes a difference for production.

"The comfort of sitting in a Hitachi excavator today is just unbelievable," he said. "It's like sitting in your chair at home watching TV."



With the CB radio and GPS systems in the machine, there is usually no one on the ground at Dwire's jobsites.

"It's really a guy sitting in that seat 10 hours a day and communicating by radio and by looking at his GPS grade," Dwire said. "So, operator comfort is a big deal. Years ago, when these cabs got so comfortable, our uptime went from being a 50-minute hour to a 55, 58-minute hour in these machines. And at the end of the day, that makes a big difference."

DESTINED FOR DIRT

As a kid growing up in the family business, Dwire was exposed to earthmoving, and from then on, could never find anything that compared.

"I don't like to pour concrete," Dwire said. "I don't like to build buildings or swing a hammer. I just want to run the big Tonka toys."

While Dwire doesn't operate all day anymore, he can't resist running a new Hitachi.

"When we get a new machine, I have to try it out," Dwire smiled. "Just gotta get out there, relax and move some dirt."

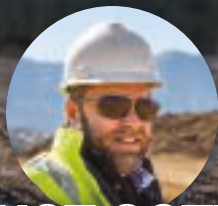
He has fond memories of sitting in a loader with his dad when he was a boy.

"That vibration of the diesel engine just gets into your blood," he said. "I can still feel it today, and I think anybody who's been cursed like me and was brought up that way has a hard time doing anything else."

Dwire Earthmoving LLC is serviced by 4Rivers Equipment, Colorado Springs, Colorado. ■



Check out the video at
HitachiConstruction.com/dwire



"JUST GOTTA GET OUT THERE, RELAX
AND MOVE SOME DIRT."

Jeff Dwire
Dwire Earthmoving, LLC



Productivity-boosting advantages

SPECS

NET POWER
270 kW (362 hp) at 2,000 rpm

OPERATING WEIGHT
50 260 kg (110,804 lb.)

MAX REACH
12.49 m (41 ft.)

MAX DIG DEPTH
8.27 m (27 ft. 2 in.)

Find out more at
[HitachiConstruction.com/
products/ZX470LC-6](http://HitachiConstruction.com/products/ZX470LC-6)



The ZX470LC-6 delivers efficiency, reliability and durability to your jobsites through productivity-boosting features and advantages.

Additionally, this workhorse will be available with a new option soon – Hitachi Solution Linkage Integrated Grade Control with Topcon. This technology will allow an operator to set a grade and hold it, increasing efficiency and lowering daily operating costs.

With the ZX470LC-6, you gain a competitive edge.

- + **Final Tier 4/EU Stage IV Isuzu engine** provides fuel-efficient performance – no DPF needed.
- + **HIOS III hydraulic system** balances engine performance with hydraulic flow.
- + **Single-sheet mainframe and box-section track frame** deliver durability.
- + **Eligible machine for Hitachi Powertrain ReLife Plus program.**
- + **Optional Hitachi Solution Linkage Integrated Grade Control with Topcon** allows for precise and productive excavation (coming soon).

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