



Tata Hitachi unveils new backhoe loader SHINRAI



From left, Mr. Shin Nakajima, Director Sales, Marketing & Customer Support, Mr. Kotaro Hirano, President and CEO, Hitachi Construction Machinery Japan, Mr. P. Telang, Chairman, Tata Hitachi, Mr. Sandeep Singh, MD, Tata Hitachi, and Mr. Warren Harris, MD & CEO, Tata Technologies

Tata Hitachi unveiled its new backhoe loader SHINRAI at the event. The company's latest offering, designed and manufactured with key tenets of capability and reliability, comes with new and advanced features that make it stand true to its name: SHINRAI, in Japanese, means trust, reliability and confidence.

Speaking on the occasion, Mr. P. Telang, Chairman, Tata Hitachi, observed: "This is a proud moment for Tata Hitachi. This all-new backhoe loader carries forward the long history of leadership and reliability demonstrated by Tata from India and Hitachi from Japan."

Said Mr. Kotaro Hirano, President and CEO, Hitachi Construction Machinery: "TATA HITACHI SHINRAI is built on the platform of next-gen engineering that can tackle anything. With a promise of performance, power and progress, this is a machine where solid trust meets unparalleled reliability".

Mr. Sandeep Singh, MD, Tata Hitachi, said: "As an organization, we continue to create new milestones and strive towards building a brighter, better tomorrow. We are proud to have unveiled our all-new backhoe loader, TATA HITACHI SHINRAI, which we believe will take the market by storm. We dedicate this machine to our customer and dealer fraternity. Built in collaboration with Tata Technologies and Hitachi Construction Machinery, this all new backhoe loader with its new and advanced

features stands true to its name – SHINRAI".

Mr. Warren Harris, MD & CEO, Tata Technologies, had this to say: "Tata Technologies has been a long-standing partner of Tata Hitachi and Hitachi Construction Machinery, Japan. The association for SHINRAI began in early 2014 with clear deliverables spelt out between the partners. Tata Technologies then levered its design centers in Romania, the UK, the US and India to design this product based on collaboration between us, Tata Hitachi and Hitachi Construction Machinery, Japan."

With industry leading reaches, dig forces, a brand new front end loader geometry and a design built for attachments; TATA HITACHI SHINRAI is a truly capable machine. This capability is backed by a "high torque at low rpm" engine with enough reserve power across its entire spectrum to provide confidence in its capabilities.

With a spacious, air-conditioned cabin with easy to work controls, fully mechanical drive train, an in-line fuel injection pump, a special warranty & support package, lowest of operating costs and INSITE-enabled (Tata Hitachi's Telematics suite), the SHINRAI is sure to evoke confidence and trust amongst customers. It holds out a promise of performance, power and progress as a backhoe loader where solid trust meets unparalleled reliability.