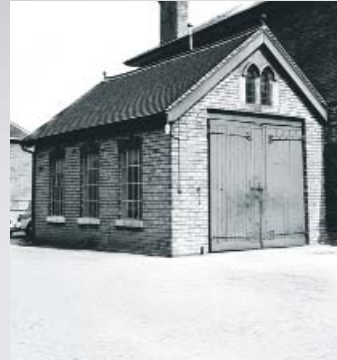


JCB | Helping you Get the Job Done!

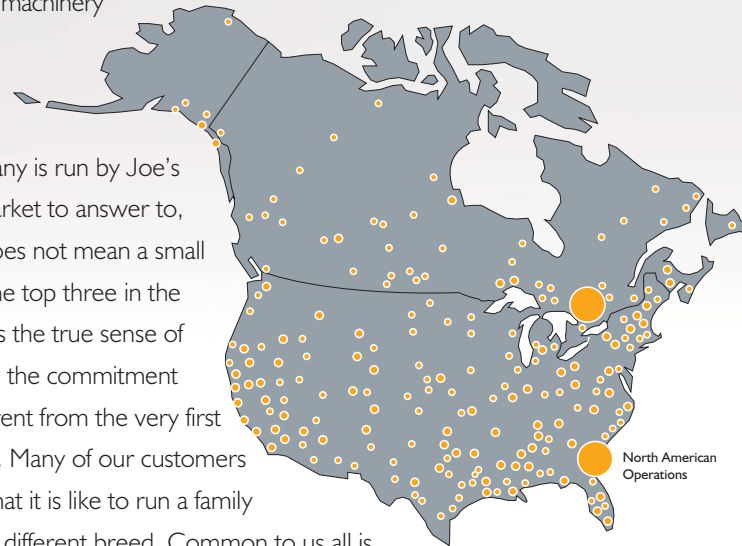


Mr. JCB 1916 - 2001



In 1945, Joseph Cyril Bamford (Mr. JCB) launched the construction and agricultural equipment manufacturing company that bears his initials. He began his business in a garage that measured 12 feet by 15 feet. The worldwide growth of the Backhoe Loader is due to Joe's pioneering work on perfecting this machine in those early days. In just 60 years since Joe founded JCB, the company has grown to employ over 8,000 people and produce over 270 different models of machinery on 4 continents.

JCB is a true family owned and operated business. Today, the company is run by Joe's son, Anthony Bamford. No stock market to answer to, just our customers. Family owned does not mean a small corporation. In fact, we are one of the top three in the world in construction equipment. It is the true sense of family that unites us – the dedication, the commitment and the loyalty that we hope is apparent from the very first time you meet a JCB representative. Many of our customers are family businesses. They know what it is like to run a family business, as they are unique and of a different breed. Common to us all is that we treat customers as people, not numbers. We react quickly to the customers' needs.



Of course, it is no use producing unique products if they do not meet the customers' needs. In this business, machines need the right back-up. Our World Wide Parts Center delivers parts 24/7. Our North American operation has two facilities – one at HQ in Savannah, and one in Canada and our dealer network is spread through out the country to give you the service you deserve. Our aim is to provide the best customer support in the industry.

JCB machines are known for their style and quality. We have won many awards for quality all over the world. It is our attention to detail, the pride in our work, the desire to be different, the dedication to push ourselves to do better and never being content that drives us forward.

We do not want to be the biggest company in the world as there are already too many faceless corporations. We do however want to be the best. When a customer buys a JCB, we hope they feel a part of our extended family. We will do everything in our power to make this choice the right one for them. To quote Joe Bamford, "the customer pays our wages". At JCB, we never forget this. Joe also believed that success came to those who worked hard and had a sense of urgency. A day never went by without hearing Joe say, "Time is Money", reminding us that this is as true for our customers as it is for JCB. Our customer buys a JCB machine to get the job done.

JCB—Helping You Get the Job Done!®

JCB Headquarters Savannah, 2000 Bamford Blvd, Pooler, GA 31322 Tel: (912) 447-2000 Fax: (912) 447-2299 www.jcb.com



Introducing...The Industry's Best Warranty





With JCB, peace of mind



FAST FACTS

- **Industry best standard 2 year warranty**
- **Includes 3 year structural warranty**
- **Full JCB machine range covered**
- **First year warranty covers unlimited hours, second year covered up to 2000 hours**

A FULL RANGE OF COVERAGE

JCB Understands that you, the customer, demand more from their machines than ever before; improved efficiency, improved reliability and improved performance. Often forgotten by many other manufacturers, JCB is a firm believer that there is an underlying principle even more fundamental than these, PEACE OF MIND.

That's why, in addition to the industry's best efficiency, reliability and performance we are now offering the industry's best warranty on our complete range of equipment. Our 2 year STANDARD bumper-to-bumper warranty provides you, the customer, with unrivaled protection for the times when you need it most.

and comes standard.



Included in the industry's best warranty is a standard 3 year structural warranty. That's three years no-fear coverage.

JCB is committed to standing behind its products. There is enough day-to-day stress on the jobsite without having to worry about unpredictable machine repair expenses. JCB provides the total package, the world's best selling equipment and unrivaled aftersales support to help you get the job done!

For information on the full range of JCB Construction Equipment, and to find the dealer nearest you, please visit www.jcb.com.

Frequently Asked Questions

“Why has JCB implemented a standard two year warranty?”

This move is intended to provide our customers with an unprecedented level of value, confidence and protection.

“What happens if I relocate during the 2 year warranty period of my machine?”

The 2 year standard warranty can be serviced by any authorized JCB dealership.

“What happens to the warranty if I sell my machine within the first two years?”

The warranty coverage is transferable during the standard 2 year warranty period.

“Are there any hour limitations on the 2 year standard warranty?”

The first year of the warranty includes unlimited hours protection. The second year of the warranty covers the machine up to 2,000 hours.

“Are there any components not covered under the two year warranty?”

The first year of the warranty includes full coverage of the machine. Second year of the warranty period excludes fuel injection systems due to stringent Tier 3 fuel system requirement. Refer to your local JCB dealer for complete warranty coverage details.

“Are all JCB machines covered by the new 2 year standard warranty?”

Yes. All new JCB products are covered by the 2 year standard warranty.

“What is included in the Three Year Structural Warranty?”

The three year structural warranty includes the following components: Chassis, Boom, Dipper, Undercarriage, Mainframe, Masts, Loader Arms, Boom Base, Beam, Carriages and Kingposts.

