

Welcome to the eight edition of the TurollaOCG' Quarterly Newsletter. Well into the Fall season of 2013 you should already now be prepared for some exciting news and teasing appetizer related to both our organization and new upcoming product launches as we are stepping up our pace and transforming Turolla into a version 2.0! Yes, you read correctly and to satisfy your curiosity you will find latest highlights from our world concerning an evolving branding campaign, a friendly appetizer concerning the upcoming Agritechnica exhibition in Hannover. Further, this edition's topic "A successful Fan-Drive Project" illustrates our capabilities and dedication to drive through a market-driven project. Finally, as always, Your feedback is very welcomed and will be well received - because only Your opinion matters! So, for the next five "reading-minutes" – enjoy!
 Best regards, Ulrik Krag - Manager Partner Companies Europe

New Brand Logo and Identity

As You may already have noticed from last month's short News Mail, Turolla is in a transformation mode introducing both a new logo and corporate identity matching the new spirit and values of Turolla.



The new font and color reflect the past in the name and the future in the color – orange: strong and vital!

— *founded 1948* —

The stating "founded 1948" refers to our history, roots, and the 65 year's of serving and supporting the market place.



fast forward thinking

The pay-off line of the fast forward thinking supported by the arch and the double arrow, reflects the will of being recognized as a company that moves fast on projects and designs, looks forward in the technology and smart thinking when meeting the key success factors in the market place.

In addition herto, 4 new icons representing the mindset of our company, Turolla, have been develop to enforce our new corporate identity.



New Brand Logo and Identity – cont.

They represent the fast forward thinking logic (orange icon), the evolution technology applied in engineering (grey icon), the global footprint with local support (blue icon) and the energy saving concept (green icon).

Finally, beside being present in the on-going branding campaign, You should already now take special note of these icons since they may appear as apps on different devices in the near-future to come.

Best regards, Massimo Dovesi –
 Global Sales & Marketing Director



Agritechnica 2013

One of this year's biggest Agritechnical Exhibition Events will take place in the middle of November in Hannover, Germany.



Turolla will be present and like at the recent Bauma Exhibition we will have some interesting and exciting news to display for You related to our growing product port folio.

Especially the recent quite mail appetizer may have caught your attention and provoked a curiosity for hints and technical excitements only to be enlightend at the upcoming event next month.

Therefore, we both welcome and encourage You to visit our booth stand in Hall 1, Stand C135a.

Best regards, Ulrik Krag - Manager Partner Companies Europe

Topic: A successful Fan-Drive Project

During the last months we have seen an increasing interest and demand for Turolla Fan Drive solutions from large OEM customers.

One of these, the world's largest producer of skid-steer loaders, recently asked us to develop the Fan Drive motor for their mobile applications with focus on robust design and high quality.

The main challenge was to design an optimal Fan Drive Motor which could be used for different mobile applications with the range of skid-steer loaders and mini-excavator.



Through some intensive development work and directed-dialogue sessions with the customer a solution was provided, not only fulfilling the primary demands, but also aligning to the latest regulative norms related to emission and noise.

The solution has now been tested and approved and ready for release.

This successful implementation of the new product illustrates the fruitful output, when engaging into and utilising the strong competences a Turolla partnership offers.

If You would like to know more about our Fan Drive Motor Program or our System Application Task force team capabilities to help You, we very much welcome You to contact Your local Turolla contact for further assistance and arrangement.

Best regards, Juraj Hanusovsky, Manager Fan Drive Projects