

万方数据

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#### 卷首语 》 Editor's Words

08 非诚勿扰

#### 观察 》Observe

**10** 抢险救援装备的全面展示工程机械行业的发展进步

#### 资讯 » Information

18 读者

20 图解

22 焦点

23 产品

25 产品·配套件

26 数字

27 销售·服务

#### 封面文章 》Cover Story

28 BICES/IVEX 2011

#### 金秋季的设备盛宴

此次展会中,参展企业无论是展台搭建,还是产品展示方式,都给人耳目一新的感觉。尤其是卡特彼勒的 重磅出击、精彩亮相,足见国际巨头对中国市场的关注与期待。

#### 面对面 » Face to Face

#### ■ 服务工程师

54 我为用户狂

——专访中联重科工起服务工程师吴勇斌

#### 📕 设计师

60 龙探九霄 "象" 舞神州

——专访普茨迈斯特机械 (上海)有限公司 总工程师苏建良

**12** 今日工程机械 2011.20

2011年第20期 总第118期 导购版



#### 企业

- 63 沃尔沃的本土化布局
- 66 山特维克并购山宝 合力扩大中端市场业务

#### 导购 » Market Guide

#### 产品

#### 70 D系旋风

——厦工D系列挖掘机全家福之822DL 型挖掘机

#### | 试驾

#### 76 天空之城

——试驾特雷克斯吉尼STM-125自行式直 臂型高空作业平台



# 00

旋挖钻机高原施工工艺及控制

#### 应用 » Application

#### 第一现场

#### 83 核电再续新篇章

#### 三一开创新辉煌

——记三一1 600吨履带式起重机成功吊装 台山核电站1号核岛穹顶

#### 讲堂

#### 86 挖掘机冬季养生(一)

——加注防冻液,体会"喝"出来的健康

88 旋挖钻机高原施工工艺及控制

#### 装备

92 借你一双慧眼区分破碎锤型号

**1** 今日工程机械 2011.20

## COVER STORY

### BICES/IVEX 2011 Equipment Feast in Golden Autumn

2011 is the first year of "Twelfth Five" plan and this year is bound to the highly expected. In 2011, China's construction machinery industry is doomed to be mentally disturbed. After two years of careful preparation, BICES/IVEX 2011 held in Beijing as scheduled in October 2011. As the largest and most influential construction machinery exhibition in Asia-Pacific region this year, there were 1 200 exhibitors in all. This has made the BICES/IVEX 2011 become the pageant, with the maximum exhibitors, most comprehensive and largest one. The BICES/IVEX 2011 hold the concept of "Green Revolution, Lifting Future" exhibitors from the international giants to the national vanguard, exhibits from the whole series machine to full spare parts, regardless of the type of product or product technology. In response to the trend of energy saving, at the same time, it also has shown the latest trends and development results of global construction machinery industry market.

#### The Dazzling Star

#### ----2011 Top 50 Serve Company in Chinese Construction Machinery

This contest about "2011 Top 50 Serve Company in Chinese Construction Machinery" has received strong support from industry departments, industry associations, companies, experts, users and medias. The award-winning list has been announced in 9th Marketing Summit Forum of China Construction Machinery and Annual Meeting of DCCCM 2011 held on October 2011 in Beijing. One list and fifty faces, what they present are the most powerful groups of China construction machinery services. They are carrying the trust of countless users of construction machinery. The Chinese construction machinery market can't be dazzling like today without their dedication. In the largest construction machinery market worldwide, everyone on the chain is describing a sincere, motive and inviting story between people and between enterprises.

#### **SPECIAL**

FACE TO FACE

P54

#### My Enthusiasm for the Users

——Exclusive Interview with Wu Yongbin, the Fivestar Service Engineer in Zoomlion Construction Crane Company

In the field of construction cranes industry, Zoomlion construction crane company is the first company to test the "five-star service" and have a good reputation in the industry. For more users, they have just heard about the Zoomlion construction crane company, but now, we will go into the heart of Five-star service engineer and dig deep story behind those classic service.

APPLICATION

P92

## Lend You Bright Eyes to Distinguish the Types of Breaker

Breaker models generally consist of letters and numbers, which agents and users are very concerned with. What can it tell us exactly? And what does the figure of model mean? All these issues, even if the manufacturers themselves have not describe it clearly in the manual, and many sales staff and agents also do not know the meaning. Now, let's take it first about the Breaker's model number and the meaning of the figures involved, and also to rediscover the indispensable partner in construction machinery industry.

9 今日工程机械 2011.20