

卷首语
2012来了 >P4

导购
1月下半月刊

盘点2011

总有那么许多事情，与你我紧紧相关，保障房、水利、铁路建设，工程回款、新开工项目、经营成本，工程机械购买门槛、工程机械产品科技……是这些将工程机械产业链上的每一个分子相连，他们属于这个行业，定格在那个已经走过的2011。



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——山东临工LG953N型轮胎式装载机测评

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模型也疯狂 >P82

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Face to Face » 面对面



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前瞻： 中国工程机械未来走向

2011年以来，中国工程机械市场可谓风云突变，销售产值在2011年4月达到峰值后迅速走低，并且持续到8月。在传统的旺季9月，市场表现也只能称得上小幅反弹，代表性产品挖掘机只有10%左右的环比增长，较2010年同期仍下滑20%以上。

8 - 今日工程机械

Market Guide » 导购



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大成之境

随着国家基础设施建设“十一五”规划的实施及“十二五”公路网规划的出台，国家在公路建设上的投入越来越大。因此，高效、实用、价优的摊铺机产品将有广阔的市场空间。

Application » 应用



P82

模型也疯狂

与汽车模型一样，在工程机械行业，产品模型也已经远远超越礼品的范畴，成为收藏品。世界各大著名工程机械制造商也将其作为企业品牌传播的载体、企业文化传播的一种方式。在世界顶级的工程机械展会上，我们都能看到工程机械模型的身影。

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总有那么许多事情，与你我息息相关，保障房、水利、铁路建设，工程回款、新开工项目、经营成本，工程机械购买门槛、工程机械产品科技……是这些将工程机械产业链上的每一个分子相连，他们属于这个行业，定格在那个已经走过的2011。

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An Inventory of the Year 2011

Opening the gate of 2012, as if we were still running on the road of 2011. Standing at the year of 2012, looking back at 2011, as if we could still feel its warmth. 2011 is a year cannot be easily forgotten, this year is the first year of the "twelfth five-year plan". At the beginning of this year, the whole industry chain of engineering machinery including our customers is looking forward to a new step in our career and management. This year, we have engaged macro control once more, maybe we have encountered failure and lost, but our progress has exceeded them. Our career has grown prosper, and bearing the fruit of maturity, sense and perseverance.

Fight Against Poverty

—Wealth stories of users of SANY excavator

Once, they are unemployed workers in desperation, authentic farmers from remote mountain villages, unsuccessful entrepreneurs failed many times. However, they all share a dream, a dream of enrich themselves. Who would ever thought, they became a shining Fortune Star with large red flowers awarded on the stage of tour party of itinerant inspection of service in SANY Heavy Machinery in 2011. Accompanied with their gorgeous turning around, full of legends, exciting and inspirational entrepreneurship story emerged one after another, playing a passionate song of wealth creating. Hand in hand with SANY excavator made their dream finally come true, successfully toward the road of creating wealth.

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MARKET GUIDE P50

Lingong Energy Saving Wheel Loader Version 2.0

—an Evaluation of Shandong Lingong LG935N Wheel Loader

Dec. 28th, 2011, Shandong Lingong throw its weight behind the second generation of power saving pioneer—LG953N wheel loader in Tangshan. If Shandong Lingong introduced the first generation of power saver to promote its concept to its customers, then the second generation of power saver is the interpretation of this concept. Compared to the first generation, LG953 is 10% more efficient, which allows it to lead the trend. As a new generation of leading product, LG953N explains the commitment of "Energy-saving guides the future, Lingong bears your trust".

APPLICATION P82

Models are Crazy

Much alike car models, construction machinery product models have been collections, far away beyond the concept of presents in the construction machinery industry. The models have been seen as the enterprise brand carriers, the enterprise culture dissemination channel by the leading famous engineering machinery manufacturer. The figure of construction machinery models can always be seen at the top engineering machinery exhibitions