

We THINK

We DO

We LIFT

**DIECI**  
Magazine

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# DIECI 2016

## A year together

In this issue

- **DIECI** 2016, a year together
- **DIECI** 2016, twelve-month review
- **DIECI** in the world, HERCULES for Romania
- **DIECI** Dealer Focus: OTAMA di Bertinetti C & C Srl



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# DIECI 2016

# A year together



Ciro Correggi



We asked DIECI CEO Ciro Correggi to share his thoughts on this period of transition from 2016 to 2017 with the readers of DIECI MAGAZINE.

**From your position at the helm of a major manufacturing concern, how do you see this period of transition from the year that has just ended to the one that lies before us?**

“For many of us the end of the year is traditionally a period of drafting of **accounts, reflection, recollection, and propositions.**

To give an example, our financial statements are not composed of merely facts and figures, but also (for those who are intimately involved with the business), the sum of experience gained, acquaintances made, and relationships forged with people from all over the world. It’s a continual back and forth that inevitably leads to the enrichment of one’s personal experience.”

**And what are your personal reflections?**

“I certainly reflect on the things I’ve done and the choices made, the strategies pursued and the roads ahead. Reflections on mistakes, because to err is only human, on the condition that each error is seen as a valuable opportunity to understand precisely what went wrong to be sure it doesn’t happen again. Reflections on successes, of which there were many in 2016 so it’s a source of pleasure to recall them, on the condition that we don’t rest on our laurels, because there’s always room to grow and improve.”





**What do you remember in particular about last year?**

“My memories are those of a year of enormous responsibility, 365 days spent with my colleagues and customers and the world around us, with the same passion for the business, the same satisfaction and, at times, the same regrets. Memories that stack up, going all the way back to 1982 when our adventure began, when we started to build up the store of experience and know-how that makes our company unique.”

**At this point perhaps you can offer a glimpse of some of the propositions for the future...**

“There are plenty of propositions for the years to come and of very different types from one to the next, but I could encapsulate them all with a single word: Commitment. Commitment to improve our services, to expand our sales and assistance network, to focus on continual research and technological innovation in our products, to proceed with continual training of our personnel and our customers, to listen to the needs of our customers and to constantly seek out new solutions to meet their needs.”

**So can we be satisfied with the state of affairs?**

“We’re satisfied but still hungry for more success: the challenge continues...”

Michele Becchi



# DIECI 2016

## twelve-month review

Quick slideshow of the highlights of last year, a small album for a great family, expressed by the 2016 issues of the Dieci Magazine.



### April 2016: Dieci at the BAUMA exhibition in Munich.

New products presented to the public included the Pegasus 45.30 and two telehandlers specifically designed to meet the needs of the US market, the i12.56 and the i9.44



### April 2016: Dieci embraces KAIZEN

This was the start of a program that would gradually lead DIECI to abandon the outmoded industrial organisation of the 20th century and transition to KAIZEN, the philosophy of "continuous improvement" created the formidable Japanese industrial sector.



### May 2016: DIECI enters FORMULA 1

The Sochi race circuit, home of the Russian Formula One GP, has a fleet of DIECI telehandlers to handle car rescue and recovery operations. The fleet, which is managed by the Technograde company, is composed of Samson 70.10 and Zeus 37.7 telehandlers



### May 2016: record-breaking edition of BAUMA

Satisfaction with the results of our participation at BAUMA: a huge turnout of visitors, reminiscent of times past, and intense interest expressed in the vehicles on the stand, especially the new Pegasus and the new i12.56 and i9.44 models, which captured the attention of operators at the event





**July 2016: new base for DIECI DEUTSCHLAND**

Rising turnover and a growing workforce made it necessary to relocate the DIECI German subsidiary to a new site in the industrial and business district of Gies-sen.



**August 2016: how a DIECI machine is created**

From concept to development, from construction to delivery, a guide that reveals how our machines are de-signed and built.



**September 2016: DIECI in the WORLD**

From the UK to Ecuador, from Latvia to Peru. A whistle-stop tour of the world with the users of our machines.



**October 2016: DIECI prepares for EIMA**

An overview of the machines on show at the presti-gious Bologna exhibition and of the new series of agri-cultural accessories specifically designed and con-structed to allow our machines to flaunt their prowess to the full.



**December 2016: success at EIMA**

The Bologna exposition seen from the DIECI stand, a record event recorded in words and images.



**DIECI**  
in the World!



# HERCULES



Accessories tests: Basket.



On 29 March 2004 Romania became an official NATO signatory. This was an important decision for the country and it had a significant impact on its domestic and foreign policies: membership in the North Atlantic Treaty Organisation gives Romania an image of security and stability in the eyes of its new Western allies - an aspect that's of vital importance for its development. Romania, in turn, is playing an important role, promoting the values, aims and goals of the Organisation and participating in joint NATO missions alongside other member states.

Romania was a member of the allied forces during the Gulf war, and it has taken part in peacekeeping missions in Angola, Bosnia, Albania, Afghanistan and Iraq. It supported NATO during the Kosovo crisis and is also a member of the Organization for Security and Cooperation in Europe (OSCE). In order to fulfil its new role, Romania has launched a programme to modernise the equipment supplied to its armed forces (Forțele Armate Române), upgrading it to comply with NATO standards. This programme included the recent acquisition of six Hercules 210.10 telehandlers, which will boost the both logistic resources of the armed forces - essential for overseas missions - and also the resources needed



Accessories tests: Bucket



# for ROMANIA



for routine maintenance of military installations. The HERCULES 210.10 telehandlers offer all the pluses in terms of safety, manoeuvrability and comfort, in addition to highly advanced hydraulic solutions allowing them to express their full potential in large building construction sites, mines and quarries, port and naval sites, and in heavy works in general, including military operations. The HERCULES 210.10 is equipped with HYDROSTATIC transmission and a CENTRAL DIFFERENTIAL that makes it possible to compensate for rolling differences of the wheels on the front and rear axles, minimizing stresses and maximizing fuel economy. This vehicle is also equipped with a load sensing/flow sharing proportional directional control valve and an inching pedal for minimum speed travel even with the engine at full throttle - an invaluable aid when loading and unloading transport vehicles.

The six HERCULES telehandlers were supplied with a complete set of accessories with which they can deal with the enormous diversity of uses typically associated with military missions. The Romanian armed forces modernisation plan is a long-term project: completion is scheduled for 2025 and the goals are to modernise facilities, cut back on personnel, and acquire new technology that complies with NATO requirements.



Accessories tests: Winch



Accessories tests: Forks



**DIECI** DEALERS  
FOCUS**O.T.A.M.A.**

Di Bertinetti C &amp; C Srl - Casalgrasso (CN)



We instinctively associate the province of Cuneo with densely wooded mountain slopes rising to the ice-laden peaks of the Maritime Alps, mountain roads with hairpin bends, flanked by meadows and grazing cattle... but that's just one side of the coin. The "Provincia Granda" (big province), as it is sometimes called in Piedmont, is big indeed, and apart from its classic mountain landscapes, it also includes plenty of lowland territory. OTAMA, a DIECI dealer whose business dates back more than 50 years, is based in Casalgrasso, a town on the Cuneo lowlands bounded by three rivers: the Varaita, the Maira, and the Po, the latter in particular a source of lifeblood for the area for many centuries. Proximity to the great river is confirmed by the fact that part of the municipality is within the Parco Fluviale del Po (Po river nature park). The bountiful nature of the countryside is reflected also in the name of the town, which stands on a flood plain that was reclaimed in the 12th Century in an area that was described at the time being as dotted with "grassi casali" ("fat farmhouses", or "hamlets"), alluding to the fertility of the soil. This richness is also the product of the hard work and strength of character of the local population, patiently reclaiming their farmland from the waters. The local character can be seen also in the town's history: when field marshal Catinat (commander of army of the Roi-Soleil - Louis XIV of France) invaded Piedmont in 1690 only the inhabitants of Casalgrasso, despite being hopelessly outnumbered, attempted to prevent the French troops from crossing the Po. The French easily overcame the Piedmont defenders, and out of pique for the affront of being resisted, Catinat razed the town. The courage and resolve of the local inhabitants is also celebrated in the town's coat of arms, bearing the motto "Hostibus resistit" (I resisted the enemy). In these surroundings of fertile lands and trustworthy people, OTAMA has become a point of reference not just for local farmers but also for other production sectors throughout Piedmont, including grain merchants, numerous cooperative societies, biomass power plants, building construction companies and telehandler hire companies. Like other DIECI dealers, OTAMA started its business by selling tractors and agricultural machinery of various brands. Today, evolution in production techniques (with telehandlers increasingly used alongside the tractor) and the emergence of new sectors (recycling and biogas) have fuelled demand for telehandlers also in the agricultural and livestock sector, in addition to the classic application field of building construction. That's why OTAMA, in addition to operating as an agent for Valtra tractors (AGCO group) is also a dealer for DIECI telehandlers. "DIECI vehicles are extremely popular among our customers due to their reliability and excellent performance, and because of the wide range of models able to meet the needs of all operating requirements..." explains OTAMA proprietor Enrico Bertinetti. "...another plus of DIECI telehandlers can be found in the VS and PS transmissions, which are particularly valued because of their exceptional characteristics in terms of power and high precision movements, two features that are particularly sought after on livestock farms. The best-selling machines in our area are AGRIPUS, AGRIFARMER, MINIAGRI, and AGRIMAX in the agricultural sector, while the top place in the building construction sector is occupied by ICARUS. Also the services that DIECI allows our dealership to offer give our business an undeniable advantage: technical assistance 7-days/week, replacement machine in the case of breakdowns, specialised technicians always on hand, a full inventory of replacement parts, and personalized finance terms, also for repairs." "Properly executed maintenance of these highly technologically advanced vehicles calls for specific skills. That's why we make sure we attend all the Technical and Sales courses periodically held by DIECI."

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e-mail: [info@dieci.com](mailto:info@dieci.com)Editing and Artwork  
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Editors: Roberto Bigliardi and Michele Becchi