



**Hunger for business: 2 facts & 1 question**

# Fact 1: Market is coming

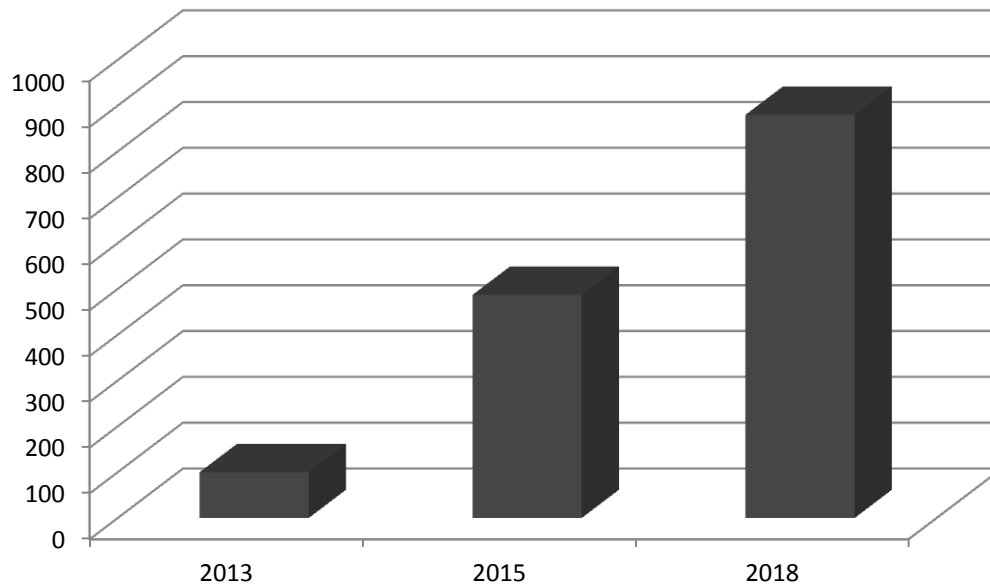
- All major market researches show the same:

(Frost & Sullivan, IdTechEx, MC-info etc).

⇒ Market of will grow from 100 m\$ to **1 b\$** in next 5 years

(Components in hybrid electric drive trains).

**Market of components (m\$)**



## Fact 2: Hybrid has a payback time

CASE: Rockster 2013, R1100DE Stone crusher

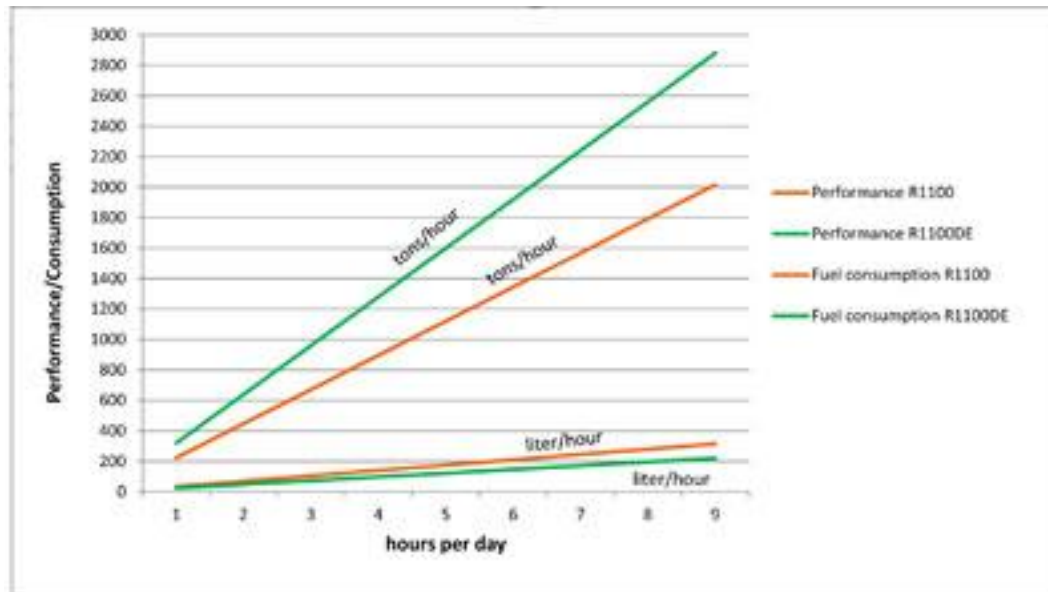
- Customer updated the R1100D machine with hybrid drive train.
- Development time 9 months
- End customer tested machine 06-08.2013 and bought it.
- Test was done by comparing the machine against same machine with traditional “market standard” hydraulic drive train in the same construction site.



# Fact 2: Hybrid has a payback time

CASE: Rockster 2013, R1100DE Stone crusher

- Results:
  - 30% lower fuel consumption
  - 40% Higher productivity**=> ROI in 8 months!**



# SUMMARY

**FACT 1: Time is now.**

**FACT 2: Hybrid brings profit.**

**QUESTION 1: Where are Finnish companies?**

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