

Makita Times SA

Product News

HR4011C Rotary Hammer



MAKITA's
"Active" Dynamic
Vibration Absorber
(HR4011C and HR4010C)

Shift of air pressure in crank room
and barrel room "actively"
controls balancer to move
opposite of piston.



Vibration Absorbing Grip
(HR4011C only)

Spring loaded
hinged grip absorbs vibration



Makita's new HR4011C 40mm SDS Max Rotary Hammer is good news for people in the construction industry. With its "Active" Dynamic Vibration Absorber, air pressure in the crank room and barrel room is shifted "actively" thereby controlling the movement of the balancer the opposition direction to that of the piston. This together with the spring loaded, hinged, vibration absorbing grip makes this rotary hammer extremely comfortable to use, and reduces the effects of constant exposure to vibration on hands and arms.

Continuous exposure to vibration can lead to disabilities like white-knuckle syndrome. The usual symptoms of white-knuckle syndrome include considerable tingling in the hands and wrists, general whiteness of the fingers, pain and loss of sensation in the fingers.

Under laboratory conditions the working hours per day for the HR4011C were calculated at 150 minutes. The working hours for Competitors 1 and 2 were calculated at 55 minutes and 35 minutes per day respectively under the same conditions.

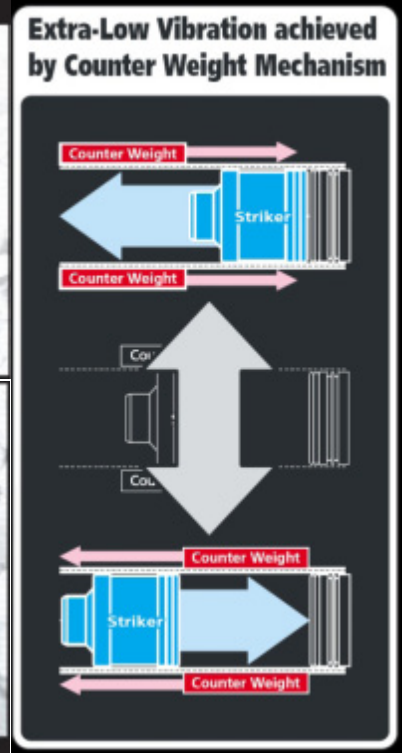
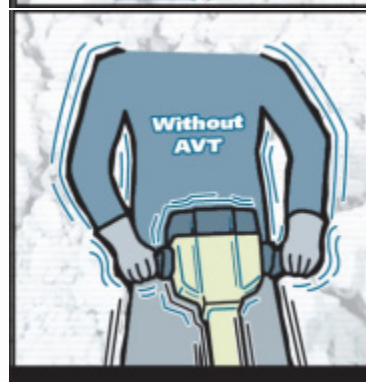


HM1810 Electric Breaker



The Makita HM1801 28.6mm Hex Shank Electric Breaker is the highest in its class for demolition efficiency. Furthermore the HM1810 is the lowest in its class for vibration, which is achieved by means of the AVT counter weight mechanism.

The Makita HM1810 is highly recommended to manage the effects exposure to vibration on the human body. Another safety feature of the Hm1810 is a warning lamp that indicates any malfunction of the electrical cord.



The HM1810 features a cylindrical tool holder with high reparability, which makes it ideal for the hire industry where machines are often abused. New bolt holes can be drilled when the original bolt holes are clogged with broken bolts. There is a flat surface for ownership engraving or identification labels, and the name plate is placed in a position where it cannot be easily damaged or scratched.

Market Alert

There are an increasing number of counterfeit products entering the South African market. These counterfeit products affect not only the Makita brand, but also reputation of the dealers who sell original Makita products.



The label on this particular counterfeit model (3612BR) clearly states that the product is from the Makita Corporation Japan, which is a blatant untruth. The 3612BR is not part of the standard range that is offered in South Africa, and there are no spares or support for this model. The inferior quality of the product and the price are clear indicators that it is not an original Makita product.



Chequered Flags



Makita
CHAMPION



American Suzuki Motor Corporation (ASMC) is excited to announce that Team **Makita** Suzuki Racing's Ricky Carmichael captured his sixth consecutive AMAMotocross Championship at Steel City Raceway in Delmont, Pa., on Sunday afternoon, Sept. 4, 2005. With one round remaining in the 12-round series, Carmichael and his Makita Suzuki RM-Z450 finished first overall to clinch the championship.

This championship is Suzuki's first 250 AMA Motocross Championship since 1999 and follows Carmichael's clinching the 2005 THQ AMA Supercross Championship in May this year, as well as his first THQ World Supercross GP in April. Carmichael is the first rider to ever win all three titles in one year.



Carmichael, who signed this year with Team **Makita** Suzuki Racing for the 2005-2006 seasons, now claims a combined 13 AMA Supercross/Motocross Championships. With just one round of AMA Motocross to go for 2005, Carmichael is undefeated and has won all 11 events and a combined 126 SX/MX career victories so far.

Miss Makita



Miss Makita 2005 Amber Lancaster

Hometown: Tacoma, WA, United States

Hobbies/interests: Dancing, ice skating, going to the beach, going to sporting events, bowling, watching movies, and shopping!!

Three words to describe myself: Personable, Outgoing, and Bubbly

Favorite Foods: Chocolate-covered gummi bears, pineapple, macadamia nuts, Italian food

Favorite quote: "If I were to die without knowing you, I would die without knowing a real woman"

"What if the hokey pokey really is what it's all about?!"

"Life is not measured by the breaths we take, but by the moments that take our breath away"

Nicknames: Amberlicious, Ams, Ambular

Favorite Color: The color of the Ocean in Hawaii

Favorite Movies: Labyrinth, Shawshank Redemption, Remember the Titans, The Last Samurai, Erin Brokovich, Old School, Shrek 2.....just to name a few!!

Interesting Fact: Amber was raised by her Grandmother

Promotions

ValuePac Promotion

The overwhelming demand for 8280DWAE 14.4V Cordless Percussion Driver Drill with tool kit exceeded our expectations by far, and we offer our sincere apologies to all our valued Team Makita Partners and Dealers for insufficient stock availability of this model.

Bonus Club



We are proud to introduce the new Makita Cell Phone Pouches in two different sizes to suit both the conventional and compact phones.

These pouches feature a belt clip, which makes it easy to slide the pouch on without going to the trouble of removing your belt. It also has loop to lock the pouch onto your belt.

These are currently available at 30 Bonus Club points each. The stock codes for the conventional and compact units are 2900280198 and 2900280199 respectively.

In response to requests for a smaller Coffee Mug we are pleased to advise that these mugs are now available to Bonus Club Members at 30 points each.



Editors Notes

We welcome any items you would like to be featured in the MakTimes, please feel free to send photographs and details of the events that you feel would make interesting reading to gail@rutherford.co.za and we would be glad to put this into one of our editions.

Best Regards
Makita Marketing Department



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