



FALCON FOCUS 32 - January 2006

BON VOYAGE – A BLAST FROM THE PAST

Not only is Falcon celebrating its 20th anniversary but so is 'Yours Truly' serving the double life sentence (20 years in today's time) of being married to Sharon, a wonderful wife and mother, who has stood the test of time. Why am I telling you this?

On, **8 December 1985**, with lots of streamers and champagne bottles popping, we boarded a luxury liner and set sail from Durban harbour to enjoy the first few days of married life. What an experience for the two of us, living the life of the rich and famous. There are only a few times in your life when you are free from cares, chores, deadlines, timetables, responsibilities, ringing phones or demanding voices and we certainly experienced that. The days spent on board a luxury liner are rare and precious.



Steve and Sharon Thurtell - 1985



We started each day in one of the following ways; breakfast in bed, breakfast on the deck, a daybreak jog around the spacious decks, a swim in the pool or a visit to the gym.

After breakfast, we again had to make decisions (which is difficult when you are on holiday!), ie: do we laze around the pool sipping cocktails, do we go to a movie, do we participate in one of the many onboard activities or do we indulge in some "duty-free" shopping? As the saying goes 'so much to do, so little time'.

Throughout the cruise, eating regularly is a ritual. You will never go hungry, in fact, you are likely to put on those dreaded kilos, as so much great food is served.

As sunset nears and the necessary sundowners have been consumed, you get ready for the fun-filled evening that will go on late into the night or, if you prefer, early into the morning. These include eating a delicious dinner followed later by a midnight buffet, listening to live music at one of the bars, dancing at the discotheque, a cabaret show, gambling at the casino or that romantic stroll under the stars. Life just doesn't get better than this! Again, why am I telling you this?

Because if you participate in this year's Win-Win Promotion, you and a partner could be sailing off with compliments of Falcon and Starlight Cruises to one of the Mozambican islands to enjoy a similar, fun-filled, memorable holiday. We, therefore, encourage you to start selling those Falcons and get as many entries into the competition as possible.

Kind regards,
Steve Thurtell
Managing Member

P.S. The only people you should try and get even with are those who have helped you.



STARLIGHT CRUISES



THE FALCON WIN-WIN PROMOTION 2005

The 2005 promotion was such an all round success that the Win-Win promotion is back! The emphasis is on keeping the elements that worked, losing what didn't and adding a few new **twists**... just to keep it interesting.

Remember that we are looking to help you move stock of Falcon implements OUT of the branches while raising the overall level of awareness for Falcon implements, in particular our new products, at dealer level. We are also looking to raise the levels of awareness for Falcon implements at farmer level, so that when they go shopping for an implement, the only brand that they will consider is Falcon!

Time Frame

The promotion runs from 17 January to 15 April (12 weeks) 2006, with farmer communications starting 1 February 2006.

Dealer Sales Personell Can Be Winners

The incentive for the sales personnel at the dealer branches, will be based on the unit sales of Falcon implements. Each sale will create an opportunity for the sales person to increase their odds of winning the grand prize, as their name will be entered into a lucky draw with every sale they make, eg: if a sales person sells 25 units over the 12-week period, that person will have 25 entries into the draw, if a sales person sells 2 units over the 12-week period, that person will have 2 entries into the draw.

Then there's the **twist**... we have some products that we particularly want you to sell during the promotional period, ie: Falcon Side Discharge Mulcher range, Falcon Uniloader™, Falcon F80/ 350V Haymaker®, Falcon Rotagang™, Fieldmulchers™, Amazone and the Vortex range. Sell one of these implements and you get TWO entries into the draw (Yes, that increases your chances of winning the grand prize!).



Monterey Cruise Liner

The grand prize is a fully paid 4 night cruise for two, to one of the Mozambique islands, on the Monterey Cruise liner with Starlight Cruises. You will be accommodated in an Ocean-view Room and the cost of all meals and entertainment is included. The prize includes flights to Durban and R1 000 spending for money each couple. This prize is valued at R18 000. The lucky draw will take place on 2 May 2006.

Display, display, display! We believe that seeing is believing and so improved displays of the Falcon products will result in increased sales. We will be rewarding the BEST OVERALL DISPLAY at a dealership with a prize to the value of R2 000. Please speak to your Falcon RSM for all the qualifying criteria (Hint: there are bonus points if the display includes one of our new products!)

Promotional Activity at Dealer Level

- Having the RSM make it a priority to liaise with the sales people throughout the promotional period to ensure that you have the support you need, that the mechanics of the promotion are clearly understood and that we facilitate any additional stock or entry forms that are required.
- Having the RSMs work with the sales people to build displays in the dealerships. We are producing display material to make the display more attractive.
- Seeing the promotion featured on the Falcon website. It will be a source of reference for all participants.



- Receiving regular updates from RSMs and Falcon head office.
- Seeing all the winners in the next edition of the Falcon Focus.

We have included numbered entry forms with this edition of Falcon Focus (4 per Falcon Focus). With each sale, the sales person is required to complete the form that Falcon will provide and fax it back to the nominated number. Please ensure that the forms are completed in full and that they are legible. Each entry will be acknowledged by e-mail, SMS or fax.



Falcon Farmers Can Be Winners Too!

We are also offering one farmer the opportunity to win a fully paid 4 night cruise for two, to one of the Mozambique islands, on the Monterey Cruise liner with Starlight Cruises. They will be accommodated in an Ocean-view Room and the cost of all meals and entertainment is included. The prize includes flights to Durban and R1 000 spending money for each couple. This prize is valued at R18 000. The lucky draw will also take place on 2 May 2006.

The farmer's details also have to be included on the entry form so that each time a farmer makes a Falcon purchase over the promotional period, his chances of winning the grand prize will increase.

We will create awareness for the special offer by;

- Sending an e-mail/ SMS to each of the farmers on our database encouraging them to go into their dealer and enter the competition.
- Adapting the advertisements that will be appearing in Dairy Mail, Farmer's.
- Weekly, Landbouweekblad and Gauteng Smallholder so that we highlight the competition.
- Featuring the offer on the Home page of the Falcon website.

We will also be sending an e-mail/SMS to each farmer to thank them for their Falcon purchase and to advise them that they have been entered into the competition.

SO THERE YOU HAVE IT! If you need any additional information, please contact the RSM responsible for your area.

OTHER MARKETING ACTIVITIES

Falcon continues to invest in building the brand. The new advertising campaign will appear in The Dairy Mail (TDM), the Landbouweekblad, the Farmer's Weekly and the Gauteng Smallholder. We are also advertising the full range of Falcon implements in the Agri-Index which is distributed through TDM, but is also sent to every commercial farmer in SA. The new dealer merchandising programme is well underway with a wide range of items now available. The Falcon brochure suite now includes a mower brochure and revisions are currently being made to the mulcher brochure to include details of the side discharge mulcher. For more information visit www.falconequipment.co.za

OTHER MARKETING ACTIVITIES



Falcon has had a number of requests from farmers for a hydraulic loader that could not only load hay bales but could also undertake other general lifting work around the farm. The result is the recently developed and tested Falcon Uniloader. The maximum lifting and transport capacity is 700kg with the lifting height being 3.4m. For more information speak to your RSM or visit our website.

The Falcon Uniloader™

STAFF NEWS

The Flying Falcon

Ruben van der Merwe purchased his first off road bike, a Yamaha 400DT, at the tender age of 16 and it is with this bike that he learnt the pain of falling and the frustration of stalling in the most unlikely places. Although no work of art, it was the bike that gave him the 'racing bug'.

However, Ruben only started Enduro racing in 2002, and his first race was extremely difficult as he was only able to complete 2 laps before realizing he was suffering from dehydration and exhaustion. After that experience, he thought very carefully about whether or not he was keen to continue with Enduro.. After deciding to continue, Ruben went out and purchased a smaller and lighter bike. During January 2003, he began training to become physically and mentally fit and healthy. Ruben began the season with the racing number #129 and his experiences that year were good. He completed the season with no major breakdown or injury. Christmas, of 2003, was very exciting as he found a brand new KTM 200 EXC under the tree. A well bought present to Ruben, from Ruben.



Ruben van der Merwe in one of his Enduro Races.

2004 began with even more strenuous exercises. His number for the year was #70 and after having a really great season in 2004, he began 2005 with his racing number being #30. He ended in the top 10 in races such as the MSA Western Cape Regional Championships 200 class and overall class, the WPMC Club Championship 200 class and the CSMX Club Championship 200 class, so we believe that Ruben's number (rating) will have improved even further. Ruben will, however, be entering the veterans class in 2006, as he does not want to be totally overpowered by the young blood in the upcoming season. From all of us at Falcon, we wish him good luck for the upcoming year.

Falcon's on Fire

We will never question the benefits of training our staff in fire fighting! Earlier in 2005, a few members of our factory staff were trained on how to act and what to do should a fire break out in the factory. It was not long after this that our worst nightmare became a reality; there was an explosion in the factory and a fire broke out. Of course, the staff who had not had any training in dealing with a crisis, ran for the nearest exit, while the individuals who had received this training, were brave enough to run towards the fire and put it out before it caused irreparable damage or serious injury to other staff. We would like to congratulate these staff and thank them for a job well done!



From Left to right: Steve Thurtell (Managing Member), Hemlal Balgobind, Vitus Mohlakoane, Sfiso Zondi, Gregory Shelembe, Pradeep Ghareeb, Kay Debideen (Factory Manager)

REGIONAL SALES MANAGERS ALWAYS ON CALL



Falcon Agricultural Equipment cc,
P.O. Box 170, Howick 3290
KwaZulu-Natal, South Africa
Tel: +27 (0)33 330 4764
Fax: +27 (0)33 330 2120
E-mail: info@falconequipment.co.za,
WEB: www.falconequipment.co.za

In the unlikely event that you have a problem with a Falcon machine, don't forget that a Regional Sales Manager is on hand to help you. He will also assist you in organising demonstrations and promotions at shows.

Limpopo Province, Mpumalanga Highveld, North West Province and the rest of Gauteng

KwaZulu-Natal, Swaziland, Eastern and Southern Freestate and Mpumalanga Lowveld

Theuns Botha 082 443 5916

Northern and Western Freestate, North West Province and Central Gauteng

Clinton Diedericks 082 458 6243

Western, Eastern and Northern Provinces

Blackie Swart 082 560 2266

**Ruben van der Merwe
082 920 3177**

