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RotoWorld
MAGAZINE FOR THE ROTATIONAL MOLDING & PLASTICS DESIGN INDUSTRIES

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Promens' CityCruiser II

Rotomachinery Group
A Company Profile

SARD
Conference
in Mumbai

**Securing Your
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with Patents and
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**Is Your Rotomolding
Industry Business
Going Through A
Mid-life Crisis?**

**Announcing the 2007
RotoWorld ROTO
Top 10 Awards**



Newly Designed CityCruiser II Upgrades Transport

Puts Advertising in Motion

Introduction Abstracts in Spanish, French, Italian and German

The “Advertising in motion” concept was born in Berlin, Germany and developed exclusively for the Expo fair in Hannover in 2000.

Veloform GmbH in Berlin contracted Promens, international rotational molding company, to produce the cabin for their new CityCruiser II. The innovative CityCruiser II resulted in such a huge success during the Expo fair that its use has now spread to over thirty-five international locations including Paris, Berlin, Tokyo and London. The CityCruiser II, as an innovative advertising medium, is utilized to deliver an unusual, flashy and emotional advertising message by nationally known brands such as Sony, Nike, Diesel, Siemens, MasterCard, Vodafone, Langnese, T-Mobile, Esprit and Ben & Jerry’s.

El concepto de “Publicidad en Movimiento” nació en Berlín, Alemania y fue desarrollado exclusivamente para la Expo Mundial de Hannover en el año 2000. Veloform GmbH en Berlín contrató a Promens, una compañía internacional de rotomoldeo, para producir una cabina para su nuevo CityCruiser II. El innovador CityCruiser II resultó ser un gran éxito durante la Expo Mundial que su uso se ha extendido ahora a más de treinta y cinco ciudades internacionales entre las que se encuentran

París, Berlín, Tokio y Londres. El Velotaxi como medio innovador de

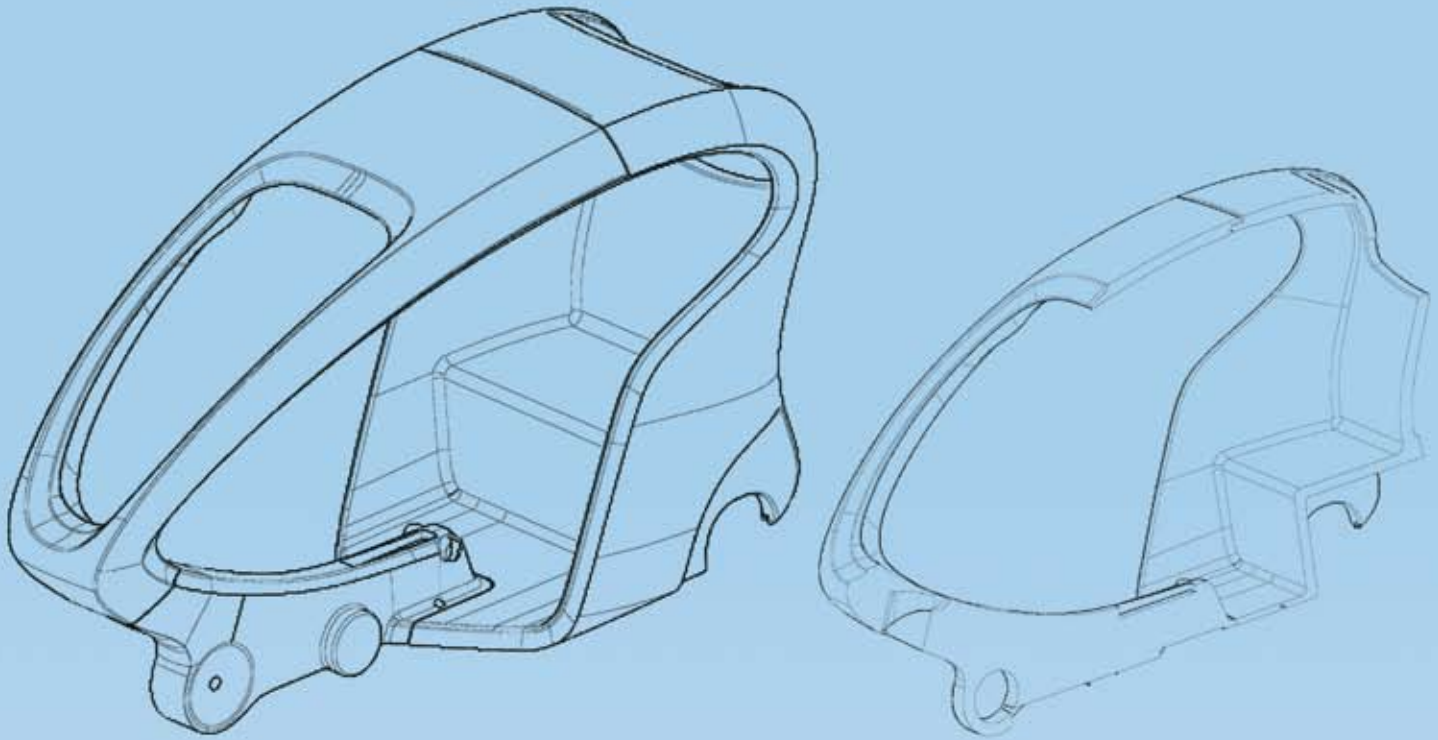
publicidad se utiliza para enviar un mensaje publicitario poco común, impactante y emocional utilizado por marcas internacionalmente reconocidas como Sony, Nike, Diesel, Siemens, MasterCard, Vodafone, Langnese, T-Mobile, Esprit y Ben & Jerry’s.

Le concept de la “Publicité en mouvement” est né à Berlin en Allemagne. Il a été développé en exclusivité pour la foire Expo de Hanovre en 2000. Pour produire la cabine de leur nouveau CityCruiser II, la société berlinoise Veloform GmbH a fait appel à la société Promens, rotomouleur international. Cette innovation a connu un succès tellement important durant la foire Expo que son utilisation s’est aujourd’hui étendue à travers le monde dans plus de 35 lieux parmi lesquels figurent Paris, Berlin, Tokyo et Londres. Le CityCruiser II est un média innovant pour diffuser la publicité. Il est notamment utilisé pour transmettre un message publicitaire de façon inhabituelle, émotionnelle et tape à l’œil, par des marques nationalement connues comme Sony, Nike, Diesel, Siemens, MasterCard, Vodafone, Langnese, T-Mobile, Esprit and Ben & Jerry’s.

Il concetto di “Publicità in Movimento” è nato a Berlino, studiato appositamente per l’Expo di Hannover del 2000. Per la realizzazione dell’abitacolo del nuovo CityCruiser II, l’ideatore Veloform GmbH di Berlino aveva contattato Promens, il gruppo internazionale di stampaggio rotazionale. All’Expo, l’innovativo CityCruiser II riscontrò poi un tale successo che il suo utilizzo si è ora diffuso in oltre trentacinque città del mondo tra le quali Parigi, Berlino, Tokyo e Londra. Il Velotaxi è utilizzato come innovativo mezzo pubblicitario per veicolare un messaggio pubblicitario singolare, caratteristico ed appariscente di noti marchi internazionali quali Sony, Nike, Diesel, Siemens, MasterCard, Vodafone, Langnese, T-Mobile, Esprit e Ben & Jerry’s.

Das Konzept “Werbung in Bewegung” (Advertising in motion) entstand in Berlin, Deutschland und wurde im Jahr 2000 exklusiv für die Expo-Ausstellung in Hannover entwickelt. Veloform GmbH aus Berlin beauftragte Promens, die internationale Rotationsgruppe, um die Kabine für ihr neues CityCruiser II herzustellen. Das innovative CityCruiser II erzielte während der Expo-Ausstellung einen solchen Erfolg, daß es mittlerweile weltweit in über 35 Städten eingesetzt wird, darunter Paris, Berlin, Tokio und London. Das CityCruiser II wird als innovatives Werbemedium benutzt, um außergewöhnliche, auffällige und emotionale Werbebotschaften von international bekannten Marken zu übermitteln. Hierzu zählen zum Beispiel Sony, Nike, Diesel, Siemens, MasterCard, Vodafone, Langnese, T-Mobile, Esprit und Ben & Jerry’s.





A new model worktrike manufactured by Veloform GmbH in Berlin is contemporary in design, upgraded for ease of transporting people and goods, and...puts Advertising in Motion! The new CityCruiser II is so popular that several fan clubs have emerged, and there are even comic strips featuring these new taxis.

After three years of success with the Velotaxi, Veloform decided to develop new worktrike models. One would be a new model taxi for the transport of passengers, the other a taxi that could be used as a delivery vehicle. The thought was to utilize the vehicle for the delivery of pizza or a selling point for candy bars or ice cream. Initially, Veloform GmbH in Berlin contracted with Promens, the world's largest international rotational molding group, to produce the cabin for their new CityCruiser II. Veloform in Berlin produces the complete taxi. Promens produces the cabin parts for the taxi. Veloform and Promens division, Bonar Plastics BV, have worked together very closely in the development of the City Cruiser II and the Delivery Cruiser taxis. Veloform provides the leading coordinating role; Gewerk Design, a design company in Berlin, provides the overall design role; and Bonar Plastics BV provides advice on the technical side, the tools, jigs and the final production.

First the question had to be asked, "What properties should the new model have?" It was determined that the new model taxi should be driven by human power, friendly to the environment, provide mobile advertising and be suitable for the transport of people and goods.

"The new model CityCruiser II is so popular that several fan clubs have emerged, and there are even comic strips featuring the cute trendy taxi!"



The initial draft for the new model taxi was designed to provide: **1.** the possibility for two different vehicles (City Cruiser II and Delivery Cruiser); **2.** easy accessibility for passengers; **3.** a vehicle friendly to the environment; **4.** be smaller in dimension (required in some countries); **5.** save as much weight as possible; and **6.** provide possibilities for advertising.

Veloform contributed all their knowledge about the demands of the customers and Promens worked these demands out using all the possibilities of rotational moulding. By putting a lot of effort into analyzing the demands and discussing the possibilities with the customer on a regular basis, an exciting product has materialized that is answering the needs and expectations of the customer. The tools for the parts Promens produces represent the latest technical possibilities of the rotational moulding process. The trimming of the parts has been reduced to an absolute minimum by using clever solutions in the tools. The trimming that still has to be done is made easy by using special jigs and tools. Also integral to the new model's success, ergonomics have played an integral role in the development of the tools and jigs.

The New Model CityCruiser II

In Germany over 1,000 drivers are in transit from April to October, seven days a week. CityCruiser II drivers are largely outdoor fans and come from all over the world, most of them between 20 and 30 years of age. Approximately 50% are students, but craftsmen, musicians and computer professionals have also found a sporty sideline job with the new CityCruiser II

and Delivery Cruiser. "It is simply great fun driving these fun taxis - it is like doing fitness training for which one also gets paid," reported a driver "Die Zeit" (Hamburg, Germany) in a recent interview.

CityCruiser II is:

- An advertising medium with high awareness and exceptional recall value.
- An innovative medium for successful brand communication.
- A flexible, easy-to-use mobility concept that excels as an addition to urban transport infrastructure.
- A shuttle vehicle that has proven very valuable at events of any size as sports, fairs, trade shows or big exhibitions in many places around the world.
- A mobile and flashy platform for special activities and events like samplings, incentives, ice cream sales or information services.

The new model CityCruiser II combines the achievements of being an innovative and ecological means of transportation with an excellent performance as an advertising medium. As new model taxis are shuttling passengers from A to B, 365 days a year, either on scheduled transport routes or at events like corporate celebrations, sports, fairs and congresses, it provides an advertising medium that delivers the advertiser's message right on target.

Product Development

Product development is comprehensive and ongoing for the successful new CityCruiser II. "We are committed to ensuring that every important aspect of this innovative worktrike and advertising medium is superior in quality, and all expectations are exceeded," said Promens Director of Sales Klaus Uhlenbrok. The product development plan includes ensuring that the product is superior in terms of its usability; efficiency; stability and comfort; innovative design; convenience; maintenance and power. Some of the goals for development include:

A Modular System

Providing a modular system that adapts rapidly to market conditions or circumstances like weather or demand. To ensure this, the vehicles of the next generation will employ a design that is based on use-situations and will be customizable within a few minutes. For example, changing an ice cream sales CityCruiser II into a newspaper delivery CityCruiser II should require only one person and two minutes time.



Efficiency

To provide a lighter, more stable and faster work taxi with more advertising space and a stronger support-engine for permanent heavy duty use. It must be more efficient in operations and effect, longer maintenance intervals and have an extremely stylish design. Each aspect is improved upon a little at a time regarding the new CityCruiser II's efficiencies. The resulting evolution has taken the CityCruiser II and Delivery Cruiser right to its desired place in the market, offering an all around solution for any urban situation involving transport, sales or communications.

however depending on the business colors of the customer, other colors are also available. Being a mobile advertising medium, the cab can be completely pasted with film.

Convenience and Maintenance Friendly

The City Cruiser is tailor-made up to the finest detail with an ergonomic half reclining seat which allows for effective power transmission. The 21-gear shift transfers the pressure onto the pedal of the back wheels differential gear unit. A contrived steering system enables an extremely small turning radius of the 305 centimeters long City Cruiser. Hydraulically



Left and Middle: Tooling for CityCruiser II and Delivery Cruiser; Right: CityCruiser II advertising national brand Esprit

Stability and Comfort

To provide a stable basis for the traveling customer's comfort. The specially developed steel framework unites stability and traveling comfort. All components are arranged concisely and maintenance friendly. Special care was taken in the installation of a firm connection between cab and chassis that is also convenient to disassemble. This way the vehicle can be transported without problem, by breaking it down into its main components, namely the cab, chassis and rear panel.

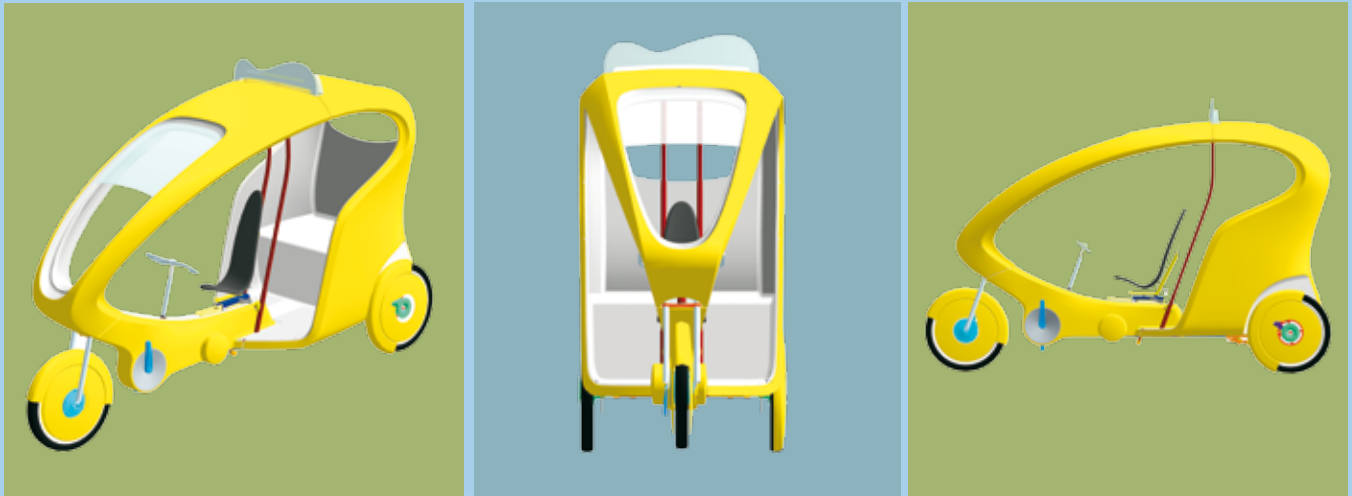
Innovative and Aerodynamic Design

To provide a driver, two passengers and their accompanied luggage (lightweight) with ample space in the aerodynamically formed cab. The cab is manufactured according to a centrifugal rotation procedure and consists of 100% recyclable polyethylene. The standard color is white,

strengthened disc brakes offer optimal security on the road. A durable textile partition, the seat upholstery and the roof fastened entrance also aide optimal traveling comfort.

Power and Innovation

As the CityCruiser II is powered by muscular strength, both through start-ups and long distances, the driver is supported by an electrical engine which is integrated into the front axle. The engine can be regulated by a rotary handle and automatically switches itself off at the speed of 11 kilometers per hour. The engine, headlights, indicators and rear lights of the "City Cruiser" are energized by two rechargeable 12 volt batteries.



CityCruiser II and Delivery Cruiser CAD drawings

The Veloform Solution

The CityCruiser II Solution network has grown into an international format. These cute, trendy and efficient vehicles are a common sight already in many environmentally conscious cities worldwide. As cities are getting more crowded and busier every day, and it is a top priority to maintain the quality of life of the inhabitants, new and innovative concepts are required. These taxis have become the ideal solution to many of these kinds of problems.

Promens sees that more and more customers are asking them to help them in the development of new products. "Doing these projects helps Promens in turn regarding their own development," said Klaus Uhlenbrok. He added, "The things we learn in these projects give us opportunities for other projects." This affects a certain ongoing efficiency in product development at Promens as they report that they can re-utilize certain steps or stages of the project on other products, drawing on the technical experience acquired.

The CityCruiser II reduce, the emissions, and therefore reducing pollution inside the cities, ecologically and efficiently. The urban transport network is enhanced through a flexible and reliable mobility system. However, these taxis are not only excellent means of transport for urban areas. They also excel at events or as a shuttle service and are proving to be one of the best and most effective advertising media in the outdoor segment!

The CityCruiser II is the most successful vehicle family in its category. CityCruise IIs and Delivery Cruisers, as they

are known, as they are known around the world today, have been around since 1997, but the vehicle platform is continually improved upon and developed into the next generation of muscle powered worktrikes.

In close cooperation with the rotational molding industry and design partners, Promens continues to hold and even expand their healthy margin over the competition with the CityCruiser II taxi. With a broad and deep base, Promens' know how and experience in operations, construction, maintenance and production, sales for this product are growing daily, and unmatched in the industry. The company's clear commitment to a quality product in the innovative work taxi has earned these robust vehicles a brilliant reputation with drivers, passengers, advertising partners and operators. Veloform GmbH is confident that the newly developed vehicles will find their way all over the world, either in the city centre or at major events.

For further information on Veloform worktrikes, CityCruise II and Delivery Cruiser, go to www.veloform.com.

