**Japan’s Maeda partners with Trackunit ahead of Intermat debut**

**Tokyo, Japan. April 9, 2024.** Japanese OEM Maeda has entered into a partnership with global IoT player Trackunit ahead of its debut this month at the Intermat show where it will unveil its latest product portfolio.

Nagano-headquartered Maeda manufacturers mini crawler cranes, crawler carriers as well as tunnel construction dump trucks and shield machines and is also an official distributor for Komatsu in Japan.

“We wanted to work with Trackunit because we are strongly committed to quality and safety,” said Shigeki Fukase, Maeda general manager of overseas sales division. “We have the ambition to become the number one manufacturer of mini crawler cranes and with the insights on offer from Trackunit’s data lake, it will increase customer satisfaction through further enhancement of our quality and safety standards.”

Maeda will bring its full portfolio to Intermat which takes place April 24-27 in Paris and is particularly focused on the global construction and civil engineering industry.

“We’re ISO certified across the board for safety, environmental responsibility and want to further grow our business by introducing telematics in new models,” said Fukase. “The Intermat Show will play a really important part of that.”

Trackunit’s Chi Sen Gay, Senior Vice President of APJ Region, said the partnership with Maeda was vindication for the global IoT player’s significant investment in the APJ region, having opened an office in Singapore in 2021.

“We wanted to put our stamp on APJ and by establishing a hub in Singapore alongside satellite offices through the region, we made a statement that we were here to stay,” said Gay. “Bringing on board important players like Maeda is part of that and we are working hard to connect as much of the industry as we can, both regionally and globally.”

“Maeda is a serious player in the mini crane market and we look forward to working with it over the coming years,” Gay added. “It’s through connectivity that we as an industry will ultimately be able to tackle the problem of downtime and help restore the reputation of construction as a force for good.”

***Maeda can be found in hall EXT5, stand E032 at Intermat. Intermat takes place in Paris, April 24-27.***

**About Trackunit**

Global IoT services provider Trackunit connects construction through one platform to create a living, evolving ecosystem that delivers data and insights to the off-highway sector. With more than 2 million assets connected, it uses technology to eliminate downtime, improve safety, and help customers improve the bottom line in a sustainable, cost-effective way.

Visit [Trackunit.com](https://www.trackunit.com/) to learn more.

**About Maeda**

Established in 1962 Maeda Seisakusho Co., Ltd. has been manufacturing and offering after sales service and the rental of construction equipment, industrial machinery and steel structural products. Up until today Maeda has been focused in the area of developing social infrastructure by mechanisation, labour saving and improving the safety in the civil engineering and construction industries with an ethos of craftsmanship and manufacturing excellence.

[www.maeda-minicranes.com](http://www.maeda-minicranes.com)