



Financing

Answering your questions

Providing financial solutions to your customers gives you a unique competitive edge.

Financing is an important element of the Tadano value proposition, allowing customers to lower the Total Cost of Ownership (TCO). These frequently asked questions will help you better understand the finance process, know the benefits of finance, and address the most common concerns of customers and prospects.

Q: What is leasing?

Put simply, leasing is a particular form of financing involving a contract for the use by a business of specific piece(s) of equipment or software for a specific period of time (generally 24-72 months). The regular fixed payment amounts are agreed in advance. Ownership of the underlying assets varies, depending on your requirements.

Q: Who is DLL?

In order to better support its distributors and customers with tailored financial solutions, Tadano entered into a cooperation agreement with DLL. DLL, a fully-owned subsidiary of Rabobank, offers asset financing solutions in partnership with equipment manufacturers and distributors around the world. DLL focuses on a selection of industries and has extensive expertise in the crane market.

Q: Why partner with DLL?

Tadano chose DLL as the preferred finance partner due to:

- Specialization in providing one-stop-shop financial solutions
- Global network
- Tailored, flexible and innovative finance options
- Significant crane market experience
- Deal structuring capabilities
- Stable access to funding
- Commitment to long-term partnership

Q: Why customers choose leasing?

The main reasons for customers to opt for lease compared to cash or loan are:

- 100 % financing
- Ability to free up cash and keep bank lines open
- Longer terms compared to bank products
- Fitting cash flow fluctuations
- Easier equipment upgrades
- Possible tax benefits
- Possibility to include services and maintenance

Q: Why should I offer financing?

Financing is a powerful sales and marketing tool. It is proven that selling equipment as a total package on a monthly rate helps to increase sales, margin and customer loyalty.

- Solve your customer problems
- Close deals easier
- Lock in customers and lock competition out
- Answer price objections
- Shorten equipment sales cycle
- Achieve higher customer retention
- Ensure faster payments

Q: How do Tadano and DLL support you?

- Expert advice on structuring deals from finance specialists who know all about the crane market and customer needs
- Fast credit turnaround times, large exposures and high approval
- Personal support prior to and during customer visits
- Innovative finance products and deal structures
- Training on selling finance

Q: When to offer our financing?

- When your customer could benefit from extra flexibility in financing or to meet their equipment needs
- When your customer wants to keep credit lines open for other investments
- When the financing option offers an advantage compared with competitors
- As an alternative to a discount
- As part of a promotional package
- When cash is an issue for your customer, either technically or ethically
- When customer is looking for off-balance sheet solution or tax benefits for leasing options



Q: How long does the credit process take?

Provided we have all the required application and financial statements, credit decisions are generally rendered within a few days.

Q: What happens at the end of the lease?

Our lease agreements include clear end-of-lease options that vary depending on the type of financing your customer requested. Generally customers can extend lease, return equipment, keep it, or upgrade for a new model. Early return options are also possible.

To find out more about financing, please contact:

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