

# Moving passion

**Business demand and good money sense are behind Sydney's AB-11 Group's move towards an all-Cat fleet**



Daniel Abeleven and crew with the Cat line-up

**Daniel Abeleven says he discovered his passion for moving dirt about one year after going into business in Sydney in 1998 with his dad's lawnmower and a borrowed trailer.**

"That's when I bought my first ride-on mower with a bulldozer blade on the front, and I thought, 'this is fantastic, pushing this dirt around!'"

But as his lawn mowing, gardening and landscaping business expanded it wasn't long before Daniel realised he needed something more professional.

"I bought my first little toothed Bobcat a year later and then my first MTL and that was the official start of my hourly hire earthmoving business.

"It's grown from one machine, one vehicle and one man to 28 machines, 14 vehicles and 24 staff," he said.

## **GOING ALL-OUT FOR CAT**

AB-11 Group's plant hire services industrial landscaping, developers, builders and plumbers all over the Sydney metropolitan area with all types of machines from 1.5 tonne to 7 tonne Excavators and MTLs and CTLs of all sizes, as well as performing works for various agents in the area.

This year Daniel swapped 16 machines to Cat plant, and intends

to do the same next year for the remainder of his fleet.

"Demand is still strong and especially with the wet weather we've had it's important to have good quality products."

Apart from the performance aspect, Daniel says Cat equipment makes good business sense as well.

"There's been very little down time in terms of repairs and maintenance," he reported.

## **DOLLARS AND SENSE**

The other incentive running a full Cat fleet is financial.

"The financial packages are very appealing. WesTrac's commitment to upgrading the fleet continuously every two or three years on agreed terms enables me to forecast and plan in advance."

"Daniel's latest purchase of the Cat 302.7DCR adds to the versatility of his Mini Excavator fleet," said BCon Sales Representative Andrew Cairns.

"Daniel needs a reliable, quality product and also support service to run his business profitably.

"WesTrac is providing a solution to make this a partnership that will go on for years to come." ▲