

VF Venieri unveils sexy new shape at INTERMAT

Loader manufacturer VF Venieri has been keen to showcase its Italian style at INTERMAT 2015. At the centre of its stand, sporting a remodelled bonnet - complete with spoiler - and a sleek new cab shape was a prototype of the new 5.63C loader.

“Our machines are working tools, but who is to say that the eyes cannot be satisfied too?” asks Giovanni Rava, who looks after exports and logistics for VF Venieri. “We have to show the Venieri style: we do it our way.”



VF Venieri, which makes loaders, backhoe loaders and articulated backhoe loaders, introduced rounded bonnets in the late 1990s, says Rava, while its competitors still had square ones. Though this was partly an aesthetic decision, it also improves visibility for the driver with a better site line between the cab and ground level. Venieri’s positioning of the exhaust and the air intake close to the corners of the cab also aims to optimise the driver’s view and hence safety, say Rava.

The prototype 5.63C, referred to as the ‘Queen of the Machines’, has been made not only with curved glass, but with black glass too – for added drama at the exhibition. Every morning at Intermat the machine has been draped in cloth, ready for a grand unveiling at 10:00.

Rava claims that even the staff working on the stand had not been allowed to see the machine before the show. “There was great suspense because we only discovered the new style when we arrived here,” he says. “It’s important that everyone is excited!”

As well as its new looks, the 5.63C will also have a new engine which meets Stage IIIB/Tier 4i emission standards. The Venieri stand was also displaying three other new machines which have been updated with IIIb/Tier 4i engines: the 13.63B wheeled loader, the 8.23F articulated backhoe loader and the 10.23D articulated backhoe loader.