

# Colani Art Rolling To ABB

A piece of German art will roll into ABB today, and curious motorists traveling along Route 58 may wonder just what it is if they pass it.

Reinhausen Manufacturing, the U.S. subsidiary of German-headquartered Maschinenfabrik Reinhausen, is bringing its unusually designed mega truck to South Boston as part of a three-month tour dubbed Rolling Reinhausen.

The 10 a.m. to 3 p.m. tour, which is not open to the public, includes 50 stops at Reinhausen customer locations throughout the Midwest and Eastern U.S.

German native Luigi Colani designed the unique truck. Regarded as a pioneer in organic design, Colani created this

please see **ABB/A3**▶



THE GAZETTE-VIRGINIAN



COUNTY



## ABB

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biodesign to save as much as 20 percent in fuel.

Not only efficient, the truck's design reflects Colani's visionary approach to art. Additionally, it provides a variety of amenities, including deck seating on the roof.

An international team will greet customers today at ABB, having staff members from Re-

inhausen Manufacturing in Humboldt, Tenn., Messko GmbH in Oberursel, Germany, and Maschinenfabrik Reinhausen in Regensburg.

The team will provide tours of the truck's walk-through display, explain products in detail and demonstrate component assembly.

The exhibit includes load tap changers, diverter switches and transformer components.

The goal of Rolling Reinhausen is to allow power utility

companies, industries and transformer manufacturers to learn more about how Reinhausen's products increase transformers' dependability and efficiency.

Bernhard Kurth, Reinhausen manufacturing president, explained the reasons for taking the Colani truck and Reinhausen products around the U.S.

"We believe that this maiden tour will raise the bar in how both we and other companies meet and exceed the expectations of our customers. With

today's economy and new technology always in the forefront, it is no longer an option to sit back and wait for customers to come to us. We must go to them, and we must make it a unique experience. This truck and this tour will do just that," Kurth said.

Headquartered in Regensburg, Germany, Reinhausen Manufacturing's core business is the regulation of power transformers; this is achieved using load tap changers.

Other major divisions include the construction of high-voltage testing and diagnostic systems, the manufacture of composite insulators, the conceptual design of systems for reactive power compensation and surface modification using atmospheric-pressure plasma technologies.

Reinhausen's customers are manufacturers of high-voltage equipment and systems, power utility companies and large-scale industries with intensive power requirements.