



PRESS RELEASE

Launch of « *Manitou Group Parts* » brand

Ancenis, February 11, 2021 — Manitou Group, a worldwide reference in handling, aerial work platforms, and earthmoving, is launching a new brand dedicated to its spare parts offer. Stated objective: simplify the offer for the user while reducing the group's environmental impact.



Since it changed the strategy of its commercial brands, namely Manitou, Gehl and MustangbyManitou, Manitou Group has begun the process of simplifying its spare parts offer. What was previously two XPRT spare part brands (for Gehl and MustangbyManitou equipment) and Manitou (for machines of the same brand) will now be brought together under one brand, “*Manitou Group Parts*.” With this single brand, the group hopes to make it easier for users to search for spare parts while optimizing order preparation with the same packaging for all parts. Valérie Mougín, Customer Experience Project Manager for Spare Parts, says: “*Manitou Group Parts is the result of the streamlining of our spare parts brand. Our goal is to improve the legibility of our brand. This project fits perfectly within our CSR approach: we redesigned the packages with our suppliers in order to limit our consumption of raw materials and reduce costs. We are using less ink on the boxes and less plastic for the packaging, and all of the boxes we use are certified 100% recyclable.*”

The various packages have the new logo with the 3 brands, Manitou, Gehl and MustangbyManitou in the same color for better legibility.

The Manitou Group Parts brand will group all 500,000 part references listed in the catalog. Nearly 200 employees are working to prepare more than 9,000 package lines shipped every day from 9 logistics centers in France, Italy, Russia, USA, Brazil, Singapore, India and South Africa.

Manitou Group is a worldwide reference in the handling, access platforms, and earthmoving. By improving workplace conditions, safety, and performance, our environment remains renewable and sustainable for man kind.

Through its 3 iconic brands — Manitou, Gehl, and Mustang by Manitou — the group develops, manufactures, and provides equipment and services for the construction, agriculture, and industrial markets.

By constantly innovating its products & services, Manitou Group constantly adds value to exceed its stakeholders' expectations.

Always attuned to its customers via its expert network of over 1,050 dealers, the group continues to be true to its roots by keeping its headquarters in France. That focus, which powered sales to €1.6 billion in 2020, informs its talented worldwide team of 4,400 whose passion ceaselessly motivates the group.

Get the latest news from the group at www.manitou-group.com and on social media

